

Father Steps Up the Campaign

Japanese IOWC Arrives

Father Steps Up Campaign

Mobilization

The Yankee Stadium campaign went into higher gear during the week of April 18-25 following new instructions from Father after his April 18 speech. "Do not relax too much," he said. "That is very dangerous. My greatest concern is that no one is truly concerned over Yankee Stadium. This is an emergency. We must achieve a result ten times greater than Madison Square Garden. You might say: 'I don't have brochures; I have nothing to work with.' But your face, your eyes, your heart and soul are your brochures.

"Today a renewed marching order has been issued to American and Japanese alike," he continued. "In the next 44 days we will achieve epoch-making history... I will never fall behind you. I am on the team with you. I will do more thinking, I will have more creative ideas. I will pursue the goal more, I will work harder, I will sleep less." Father then asked all campaign leaders to live together and to meet together frequently. He also announced that the two recently arrived international IW's from the 36 Couples will remain throughout the Yankee Stadium campaign to assist since both of them had major responsibility for the Yoido Rally.

He concluded: "This is a unique time in history. Therefore we must solemnly pledge our utmost loyalty."

After the speech Mr. Kamiyama, director of the campaign, reorganized the tribes to include newly arrived Japanese members, some MFT members and staff, and the Seminary students, who will be participating with CARP members on weekends. Mr. Kamiyama spoke very seriously to the members: "I feel that we start the real battle from now on... In the future the real value of our fight will be known. There will be a day when you will be surprised by the value which you have now. Together, we must recognize the value of this campaign. We cannot lose this battle. Father is so serious!"

On Monday morning, according to Father's instructions, everyone was up at 5:30 and at prayer meeting by 6:00. That day the pattern was set for the following week. Prayer meeting started with exercises and continued into inspirational message, prayer and reports. After breakfast and tribe meetings, members went to their areas. Once there, each tribe used various methods to achieve their goals of signatures of people who wanted to





receive free tickets for Yankee Stadium: rallies, singing, leafletting. Members quickly discovered that talking to as many people as possible—often hundreds—was a sure way to bring results. By the end of the week, Bob Exler's tribe placed first with an average of forty signatures per day per member.

The 900 members currently working on the campaign are spread throughout Manhattan and the Bronx. Each tribe's assigned area may contain an almost infinite variety of people. For example, one tribe assigned to the area between Fourteenth and Canal streets may find themselves in Greenwich Village, the East Village, Washington Square, New York University, the Bowery, SoHo, Union Square, Little Italy, the Lower East Side or Chinatown.

Inspiration

After expressing his concern for the campaign, Father has consistently inspired the members. On Friday April 23, he spoke at the morning meeting on "The Hope of Youth," and at Belvedere the following Sunday on "Unification and the Originating Point of Victory."

On April 23, he said: "Every young person has the ambition to be a great leader, to do something great for the world. To achieve this, they need a realistic foundation . . . Man has the limitation of not being able to see into the future, so his formula for success will not last. The formula for greatness must be unchanging."



We must seek God's formula... The Principled way of life must apply to all people... All mankind is seeking for one ultimate perfected way of life that all mankind can rejoice in. The problem is my relationship with God... The Unification Church is here to become one with God...

"Young people are full of hope and vitality. They are willing to take up a challenge," he continued. "We have already accepted the challenge of becoming one with God's will; now we have to restore the world to fit God's ideal. We must clearly learn God's way: perfect service and the pursuit of goodness. It is better to go against mankind, if necessary, to stand and face God. It is better to be one man alone righteous in God's sight. You are suffering not for yourself but for a greater purpose. Your ideal will remain. Even though you are the underdog— attacked and persecuted—you must persevere and forgive your enemies. Such noble deeds will rule the past, present and future."





He drew the speech to a conclusion: "Know what a precious position you occupy. Realize that we have the best of all foundations. How much we can succeed has no end. . . The privilege of youth is hope, and dreams. Our dream is to hold God in one hand and mankind in the other. We have to care about both God and mankind. . . We are going to liquidate Satan in New York. We are the cleanser to wash this city. . . heavenly Ajax! . . . If we lose our hope and dreams, the free world will have no hope. We must reverse and restore the moral standard of youth. We must restore Christianity and the Christian spirit. We must overcome the problem of Communism. We must be model men and women to all the youth of the world. You are very blessed to participate in this crusade with me. . . We must take hardships as the opportunity to prove ourselves. . . You must back up the work for victory with your sweat, tears and toil. God is waiting to see if He can trust us. Let

us accept and fulfill our challenge in every street and corner of New York!" (Excerpts from this Sunday speech will be in next issue.)

Postering

Controversy surrounded early postering efforts as the president of a block association at 71st and Broadway vigorously objected to our posters on the boarded up site of a doughnut shop under renovation. Father decided that friction over our posters should be minimized; accordingly, the next day a crew went to 71st and Broadway to remove the posters. The unexpected media coverage was very positive. NBC carried a feature on its evening news "Moon followers bring some sunshine to upper Broadway." On the news, the store owner commented: "I didn't mind them putting up their poster. . . But it did some good. They covered up some pornography posters." Another man commented: "They cleaned up the whole place—everything. They did a good job. They're good boys, they are." The

coverage also showed a street speaker and some reactions. "He's out to do good. I'm all for it," one woman said. The reporter concluded the broadcast: "While the Reverend Moon's speaker chips away at what he thinks is wrong with America, Reverend Moon's followers chip away at what made this neighborhood angry yesterday."

New Hope News

April 28, 1976



Street Witnessing and Literature Distribution

Campaign Report:



Yankee Stadium Mobilization Team Weekly Report

Re-Contacting

The key focus of tribes one through ten under Mr. Aidan Barry is how to mobilize 200,000 people for Yankee Stadium and how to guarantee sure guests for this most important event. Our central means at the beginning of these final 21 days, is telephone recontact.

According to the first statistics submitted by the tribe telephone sisters, 1/3 of the people who gave telephone numbers were not home when called, 1/3 gave wrong numbers and 1/3 were home and responded positively, invariably requesting that additional tickets be sent to their homes and promising to come.

Although only 1/3 could be reached, they were all positive with a very few exceptions, and on the average asked for three or more tickets. Therefore, because of the amount of tickets they requested, the number of sure guests affirmed equalled the amount or exceeded the amount of telephone calls made.

Each tribe now has a communications team calling all tribe contacts and reporting back to tribe members those positive re-contacts in order that the member can pray and write all of his sure guests and continue heartistic re-contact and prayer. This is very necessary tribe leaders are realizing; Father's central desire is for 200,000 people to bring the victory of Yankee Stadium. If guests' desire to hear Father speak supercedes the desire to see the "new" Yankee Stadium or to participate in a lively festival, then this will only serve to deepen Father's impact on New York and America and the world.

Tribe 1: Mr. John Raucci

Everywhere this week people were beginning to ask for tickets. Because of the clean-up campaign, many people are positive to us. Even in the East Side by 71st, upper and middle-class area, people are beginning to smile at us.

40-Day Schedule to Yankee Stadium

April	22	
	23	
	24	
	25	Sunday
	26	
	27	
	28	Wednesday
	29	Mail 100,000 Recontact Newsletter I
	30	
May	1	Posters: 1. Long Island Railroad; 2. Subway Stations; and 3. Subway Car Cards
		"America the Beautiful" Clean-up Campaign
	2	Sunday
	3	
	4	
	5	Wednesday: Mail 150,000 Recontact Newsletter II
	6	
	7	
	8	800 State members arrive and begin street-witnessing
	9	Sunday
	10	T.V. and Radio Advertising begins
	11	
	12	Wednesday
	13	
	14	Mail 200,000 Recontact Newsletter III
	15	
	16	Sunday
	17	
	18	
	19	Wednesday
	20	
	21	
	22	Central Park Rally: New Hope Singers/Sunburst/Korean Folk Ballet. Mail 300,000 Recontact Newsletter IV
	23	Sunday: Walford-Astoria Korean Entertainment. 400 New York Church members begin door-to-door Recontact for sure guests
	24	
	25	600 M.F.T. members arrive and begin street witnessing
	26	Wednesday: Wall Street Rally
	27	
	28	
	29	
	30	Sunday
	31	
June	1	Yankee Stadium!







Tribe 2: Patrick Hickey

Each team is taking responsibility for their own area and devising individual strategies. The cleaning campaign in each witnessing area makes a strong base within the community and gives us the confidence that we are loving the Bronx before going to the people. We are using tables and poster stands to attract the guests, but I feel our mission is to "give the tickets to the people." Now we are trying to be more flexible in moving within our area quickly to find the people where they are each day.

The motto of our tribe is "With absolute sacrifice, let's go over the mountain to the New Eden."

As we work longer in each area, we find people who we have met and given tickets to already. Our task is to remind them with the warmth of our presence, and to educate them about Father by the new literature and deepening conversation.

More and more Father's name is being talked about. Many people want to hear Father's words at Yankee Stadium.

Through our endurance and our cleaning, we are changing people, fighting to establish ourselves, to become trusted and remembered by the Bronx people.

Tribe 3: Mr. Kazuo Sato

Basically after cleaning campaign we gather together at one place and have a small rally (singing a song, prayer, and even a speech for America the Beautiful). This America the Beautiful campaign is very great! The response of nearly all people is good.

Tribe 4: Mr. Bob Exler

The America the Beautiful program has very wonderful support and positive influence. Although the poster campaign easily can create controversy, at the end of the campaign I think we should cover the whole city.





All members are looking forward to meet the rally band, especially during the last two weeks before June 1.

Tribe 5: Mr. Seiichi Ohkawa

Poster boards, tables, street preaching, rallies and pamphlet handouts are the main ways used. Each team leaves in the morning to clean its area and then goes directly to its designated witnessing area.

The members witness throughout the day with frequent street preaching and maybe a rally 2 or 3 times a day.

Many people are now curious about Father and the Yankee Stadium rally. Out of this curiosity I think many of these people will come. Mansei! We'll do our best!

Tribe 6: Mr. James Edgerly (Performing Arts)

One team spent about six days witnessing at the corner of 42nd and 8th Avenue, the filthiest place in the city. They endured well, brought reasonable results, had very deep experiences and were always enthusiastic to go back.

They had three large street rallies each day and were very successful and high-spirited. The

last rally they had ended with a public invitation to join with the team in prayer. A small handful of people who were listening to the rally actually did come over and prayed together with the team.

In Manhattan it seems that most people misunderstand Father. The people we generally witness to are middle-aged and often difficult to stop. I respect them very much and believe that they can easily be changed. Although we can usually give them a much clearer understanding of Father when they take time to listen to us, perhaps the banquets and street cleaning are the most effective ways to change them.

Tribe 7: Mr. Sawamukai

- Techniques in Witnessing:
- Pamphlets and signatures in the street
 - two tables and two poster boards (1 big team)
 - 1 rally (whole tribe)
- Organization:
- We have two teams working mainly on the street, by trinities at several key points.
- Introduction of Bicentennial in witnessing:
- As much as possible when members get signatures they try to







introduce God and the purpose of the Bicentennial Festival.

(Report prepared by team leader Jacques Dubois in the absence of Mr. Sawamukai).

Tribe 8: Mr. Yashushi Sakai

Recently, because of our sweeping campaign, the response of people who used to be negative has become better. I think we had better focus on sweeping in more effective places in order to give a good impression to people.

Now I am planning more of a mass movement for our area. Therefore I am looking for a good area for a rally as well as how we can mobilize the organizations in our area.

**Tribe 9: Mr. Thomas Azar
C.A.R.P.**

We have six teams working in five areas (30 intersections). One team is a rotation team which is always moving to different important areas for key events.

Many contacts are families as opposed to individuals.

We have not changed our area. We must take spiritual dominion over each corner against Satan.

Our strategy is:

1. On the street in busy areas
2. Door-to-door and apartment complexes
3. Yankee Stadium ball games
4. Universities

During the rain we go door-to-door, also. We give out many of Father's "America in God's Providence" books, "Christianity in Crisis," and the God Bless America Newsletters.

Most Spanish and black people love and respect Father. Many white people cannot immediately realize the value of Father and the Bicentennial Festival. However, if we speak more deeply, using the seminarians and C.A.R.P. students, we can win them.

Tribe 10: Mr. Tadashi Igarashi

The major change in the education tribes this week was the consolidation of the Hempstead and Brooklyn centers into one tribe located in Brooklyn. Through their union more people could be mobilized for full-time witnessing and more concentrated effort could be applied to those new members who need deeper experience and education in the life that Heavenly Father leads us to live.





World Today

Century, which has seen two great world wars and innumerable smaller conflicts, the possibility of World War III hangs over us as an ever-present threat.

Hunger

Every year, three and one-half million people die from starvation and malnutrition in the world.



Breakdown of the Family

Today, one out of every three marriages ends in divorce.

The Senate's Juvenile Delinquency Subcommittee estimated that up to one million children are fleeing home each year. The current average age of a runaway is 15.

Suicides are the second most common cause of death for young people between 15 and 24.

Over 700 children were murdered by their parents in one recent year.

Immorality

In a recent poll, two-thirds of the college students interviewed said they had premarital sex relations.

Drug Abuse

FBI reports indicate the tremendous increase in drug usage by youth in the escalation of narcotics arrests of juveniles under 18, up 4.673% from 1960.

The federal Drug Enforcement Administration estimated that there were 579,000 drug addicts in the nation in 1974. In New York City alone, there are 223,000 known heroin users.

Decline of Religion

A recent poll indicated that only 40% of American adults attend church or synagogues in a typical week. Another survey found that only 28% of college students interviewed considered religion to be a very important value.

Questions About Life

What is the purpose of God's creation of man and the universe?

Is there a world after death? Does a spiritual world really exist?

Why has man sought happiness yet been ignorant of the way to achieve it? Why does man search for God and yet commit sin?

If God exists, why does man live in such a miserable world? What is the precise cause of evil and origin of sin?

Why are there so many denominations and divisions within Christianity? Was this Jesus' original intention?

How can we solve the inner meanings of the stories, parables and symbols of the Bible to know God's providence for man?

Is there any ideology which can transcend and defeat the spreading ideology of Communism? If so, what is it?



If God is absolute and good, why has He permitted this world of suffering to continue to exist for thousands of years?

What is God's true purpose in sending Jesus to earth? Was Jesus' crucifixion God's will or man's failure? What is the extent of salvation through the cross?

What is the true significance of these times that many call "The Last Days?" Are we standing on the brink of apocalypse or are we in the transition before a new world?

Is it possible to realize a world of unity and harmony? If so, how can it be achieved?



Reverend Sun Myung Moon

On Easter morning in 1936, while 16-year old Sun Myung Moon was in deep prayer on a mountainside in Korea, Jesus Christ appeared to him to tell him he had an important mission to accomplish in the fulfillment of God's providence. For the next nine years, Sun Myung Moon studied intensely and struggled to prepare himself for his responsibility. In those years of prayer, he discovered a series of principles which made it possible to clearly understand the spiritual and physical nature of the universe, the patterns and meaning of history, as well as the inner meanings of the parables and symbols of the Bible and the purpose of all religions.

After being liberated from three years imprisonment by North Korean Communists for preaching the Word of God, Reverend Moon founded the Unification Church, which now exists in over 120 countries of the world, and 120 cities of the United States.

In order to fulfill God's call to speak to the American people about hope and unification, Reverend Moon came to this nation in 1972, and began a nationwide tour, speaking in all 50 states on God's Will for America.

On June 1, Reverend Moon will bring the Bicentennial God Bless America Festival to Yankee Stadium in which he will be the principal speaker.

His Words

We say that God created man as His object, but not just an object to look at. We were created to be objects of his love. Nothing less, nothing more, nothing other than love.

The blessing of God is always a blessing of promise. He gives the promise first and then the responsibility. The blessing becomes reality upon fulfillment of the responsibility.

We have two purposes in our life. One is the purpose of our own lives. The other is the purpose of our lives in relation to others—to our family, our nation or the whole world.

In America, you must not think that you have such wealth because you yourselves are great. The blessing of God came so that God could use this nation as His instrument in saving the world.

God's definition of goodness is total giving, total service, and absolute unselfishness. You live for others and others live for you. God lives for man and man lives for God. Husband lives for wife and wife lives for husband. Here unity, harmony and prosperity abound.

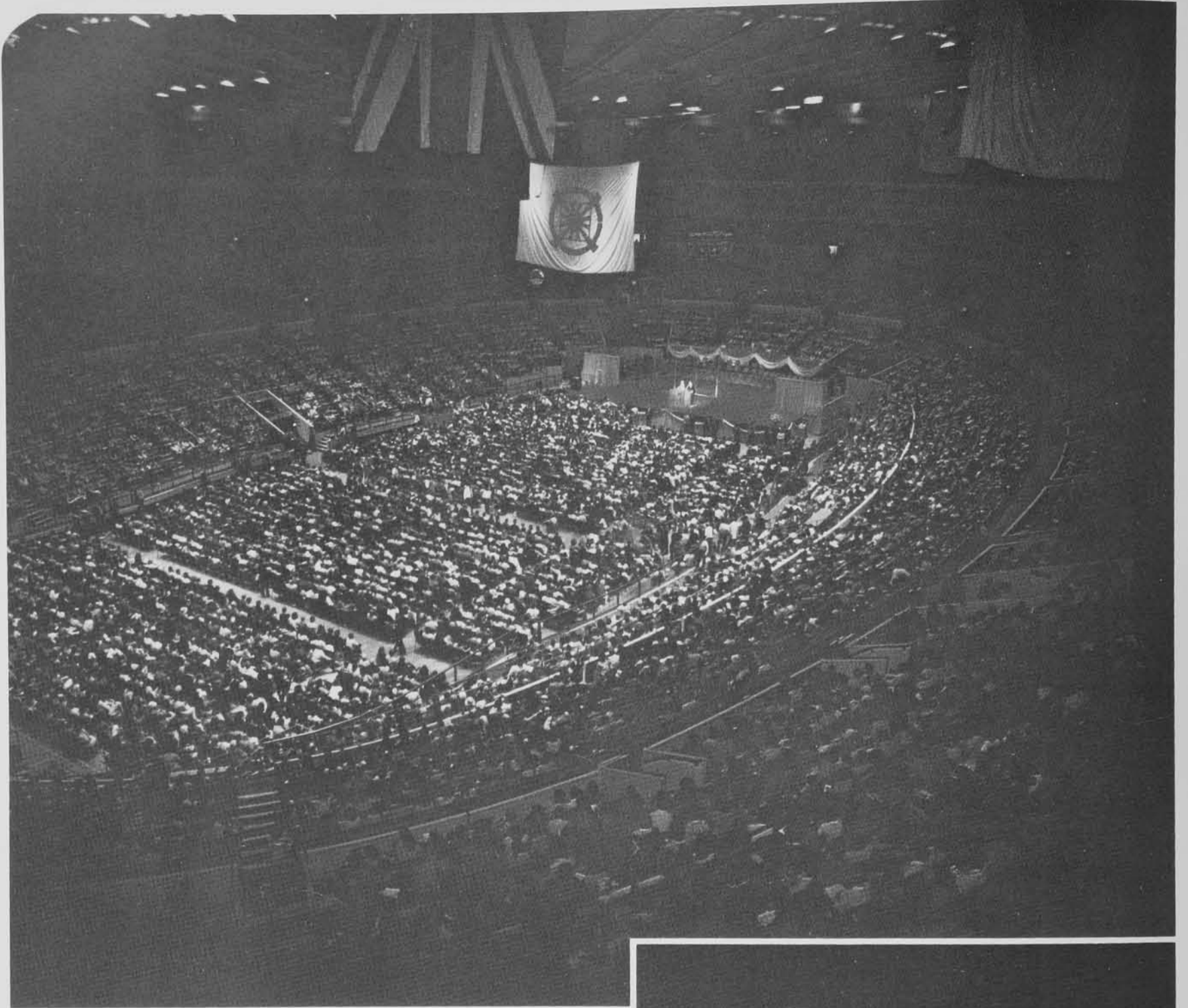
In the true sight of God, there is no such thing as America, Korea, Africa, or Europe. God knows one heart, one love, one family of children, and one world.

Your utterances, your heart, your acts—those three must be one within you. There must not be a difference between what you say and what you do.

At all costs, even at the expense of ourselves, we must establish the kingdom of God on earth. The whole earth will be one country. With all nations brought together, there will be one people in God.

Your parents, your spouse and yourself, and your children, make three levels in one family. Your parents are the origin, you and your spouse represent the present world, and your children represent the future. Only love can unite those three generations—past, present, and future.

The great goal that we are headed toward is the love through which God and man can unite into one and live together through eternity. Love is eternal. Those who love each other want to remain eternally in that love.



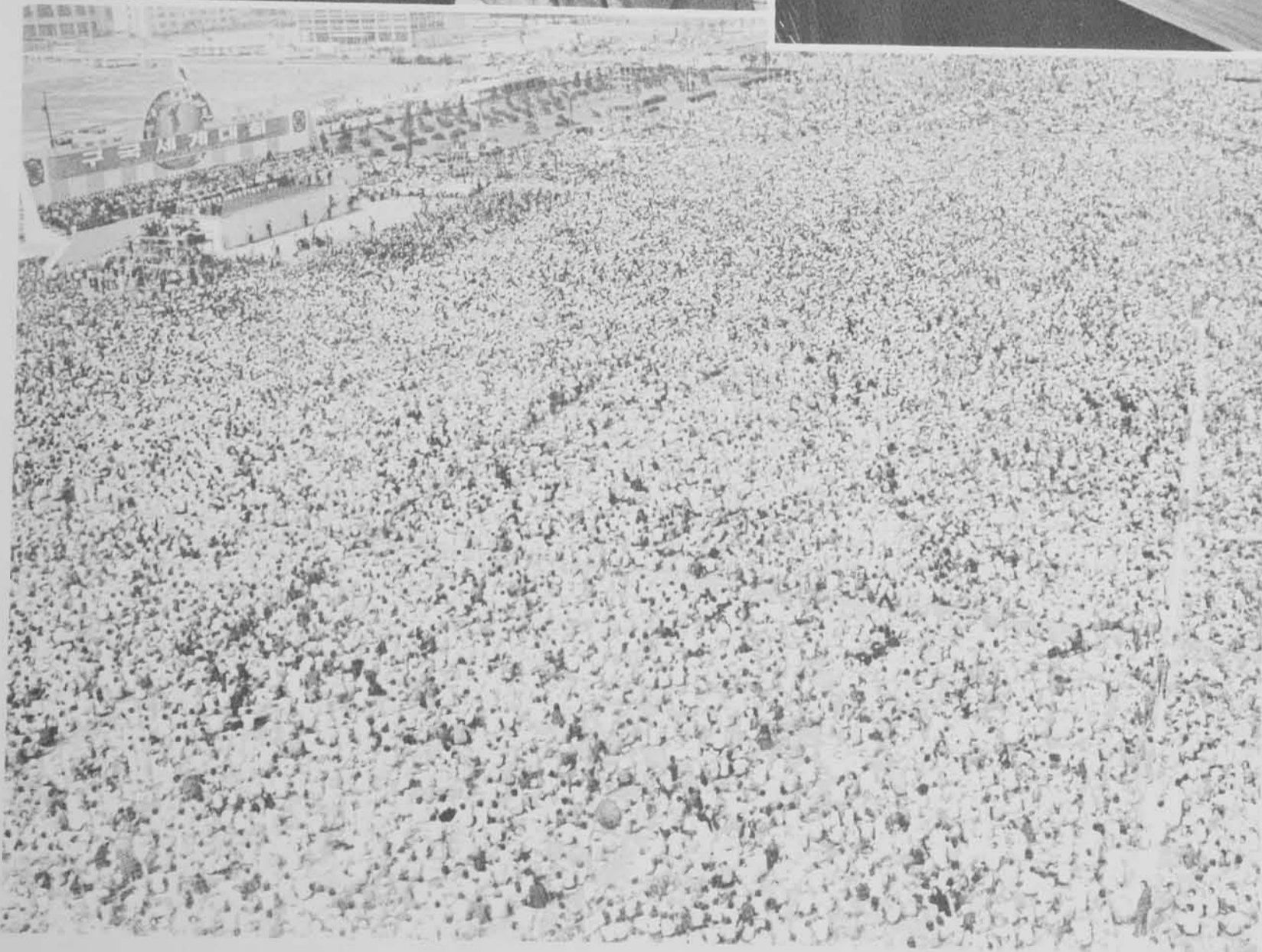
Madison Square Garden Sept. 18, 1974

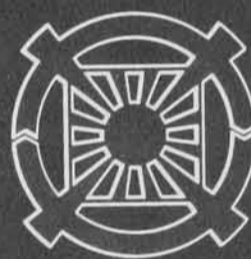
On September 18, 1974, more than 40,000 people flocked to Madison Square Garden to hear Reverend Sun Myung Moon speak on "The New Future of Christianity."



Seoul, Korea June 7, 1975

On June 7, 1975, Reverend Sun Myung Moon spoke to 1,200,000 in Seoul, Korea at the "World Rally for Korean Freedom."

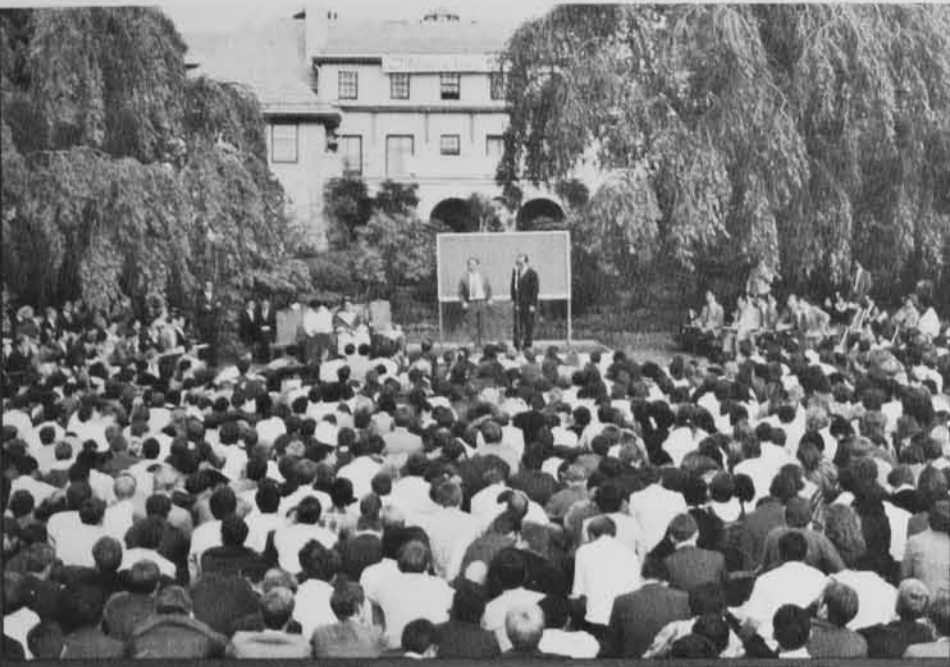




The Unification Church

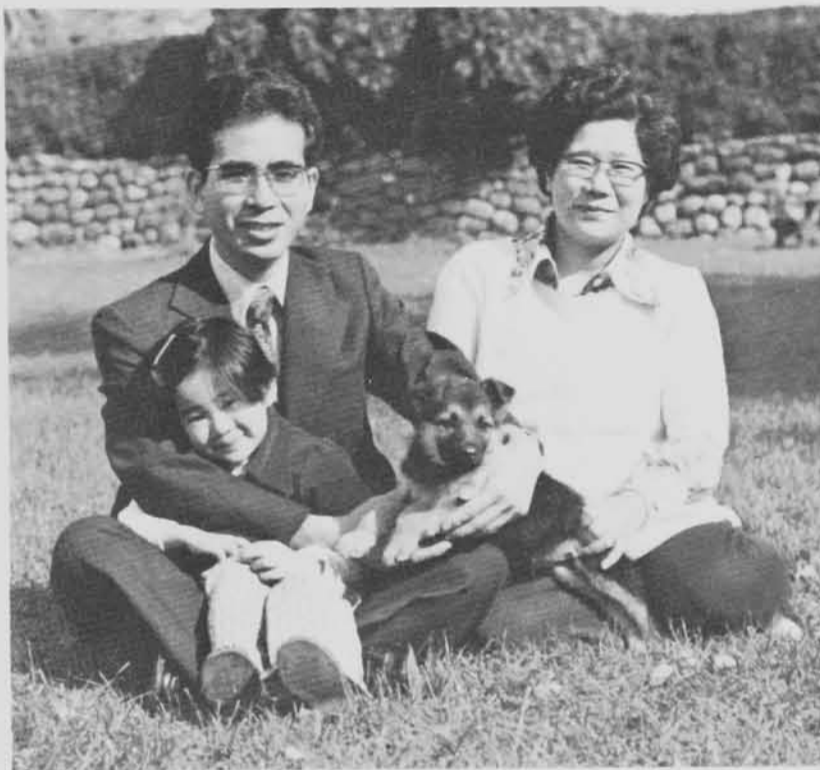
In 1954 Reverend Sun Myung Moon founded the Unification Church. In the short time it has existed, the Church has grown to about 2 million members in over 120 countries. Indeed, it has been called "probably the fastest growing faith in the world" by William Willoughby of the *Washington Star-News*. The Church's primary work is teaching the *Divine Principle*, the body of Reverend Moon's revelation.

In the United States, the majority of Church membership are young people in their twenties. The reason is that the Church's understanding of God and man satisfies the significant spiritual hunger particularly felt by young Americans. Also, however, the practicality of the *Divine Principle* has enabled these young people to find a substantial program for building a better world. Members have found that problems within society—such as drug abuse, sexual license, discrimination, collapse of the family unit and lack of communication between individuals, generations, groups and so on—have been overcome through the application of the *Divine Principle*.



God-centered Families

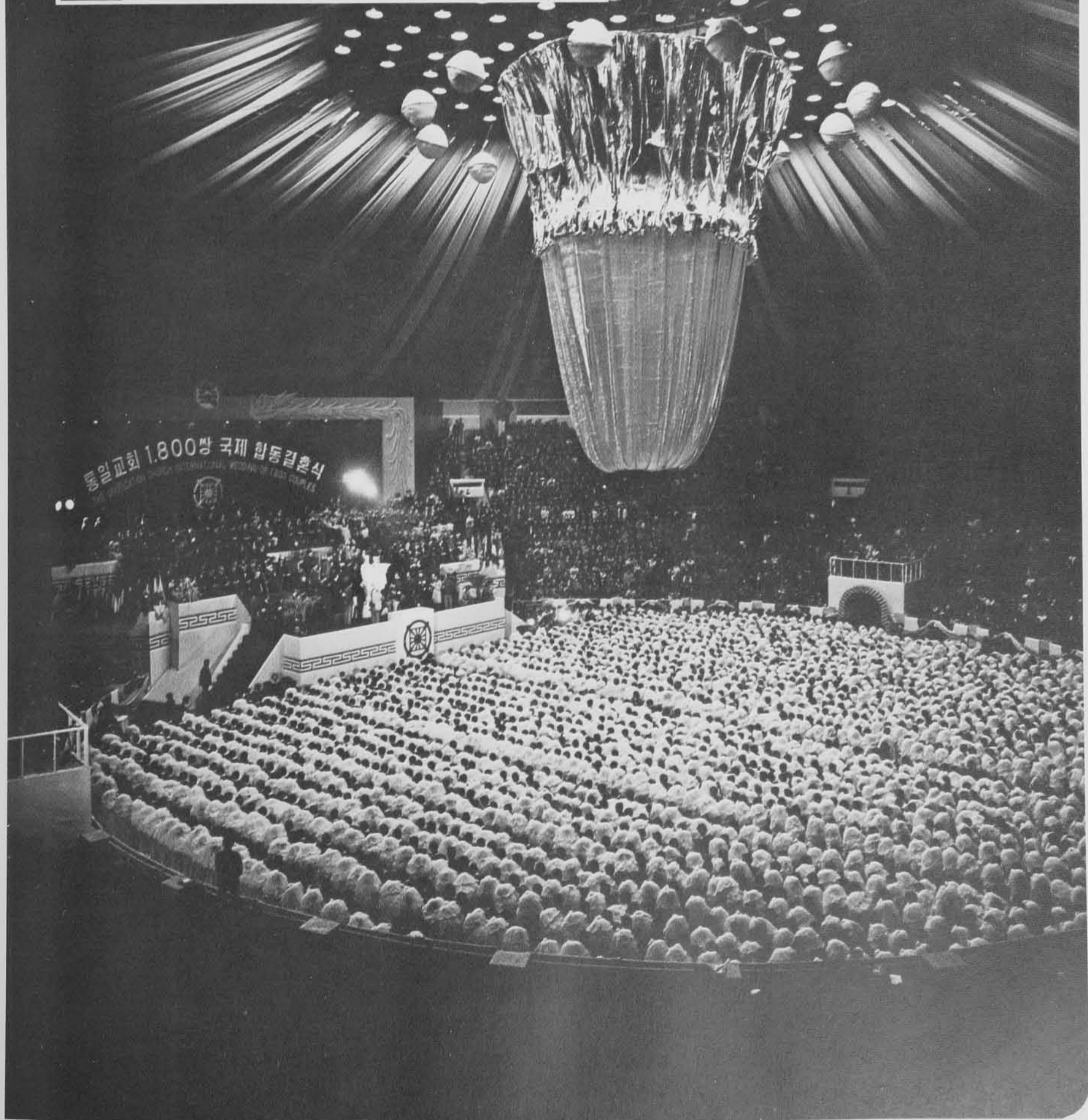
**Will Build the Kingdom
of Heaven on Earth.**



The chief work of the Unification Church is building God-centered families that can be the foundation for the establishment of the Kingdom of Heaven on earth. The Unification Church is proud of its families and their children are happy and bright, the product of a loving and healthy home environment.

The desire of every Unification Church member is to find the husband or wife God has chosen for each and to bear such wonderful, wholesome children. With families such as these, truly the American family must have hope.

Marriages in the Unification Church are usually performed in international joint wedding ceremonies, officiated by Reverend and Mrs. Moon. In recent years, the Unification Church has held mass wedding ceremonies of 430 couples in 1968, 777 couples in 1970 and 1,800 couples in 1975, the latter represented by 20 nations. This is a unique ceremony for a religious organization but one which is a living demonstration of the Unification Church's ideal of "one world family." Reverend Sun Myung Moon has been eminently successful in establishing loving, harmonious, God-centered families which can truly serve as examples for us all to remake our society and the world.



IFA, CARP & HARP



The *International Family Association* is made up of professional adults, parents of Unification Church members and entire families who have become members of the Church. IFA sponsors weekly activities as well as lectures and seminars for all of these groups. IFA also maintains a Sunday School program for younger children.

IFA has been very successful in uniting families centered upon God—a marked contrast to the decline and breakdown of families now occurring in America.

The *Collegiate Association for the Research of Principles* was inaugurated by Reverend Moon in Korea and Japan. Active on campuses throughout the world, CARP seeks to lead students to a life of high morality and responsible citizenship. Toward this goal, it publishes a regular newspaper, the *World Student Times* and frequently sponsors lectures on appropriate topics by leading professors. Also, through presenting the *Divine Principle* to college students, CARP seeks to provide them with a framework for integrating their various fields of study.

The *High School Association for the Research of Principles* is composed of high school members of the Unification Church. It purposes to prepare teenagers for adulthood by developing their academic and leadership skills and promoting high religious and moral values. HARP is concerned in general with providing a high standard of values and ideals for teenagers. Thus, HARP is very active in serving youth in the high schools and cooperates with other youth organizations.



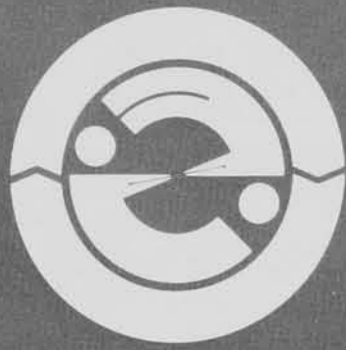


D.C. Striders Track Club

Reverend Moon was the inspiration behind the organizing of the (Washington) *D.C. Striders*. The *Striders* is a track club composed primarily of black inner city youth who had no program to develop their talents during the summer. Started in 1967, the *Striders* has grown into a club of over 400 athletes. Among their many achievements the *Striders* currently hold six world records.

By participating in the *Striders* many young people have not only developed into outstanding athletes, but have also found a way to obtain a college education: through their track abilities these otherwise disadvantaged youths have won scholarships. From the efforts of their coach, Miss Glenda Moody, a long-time member of the Unification Church, over 300 *Striders* have obtained a total of over four and one half million dollars in college scholarship aid. Miss Moody, a caucasian working mostly with blacks, emphasizes that applying Reverend Moon's philosophy of life, love and God has made such results possible.





International Cultural Foundation

International Leadership Seminar



A Harvard professor speaking at the third International Leadership Seminar.

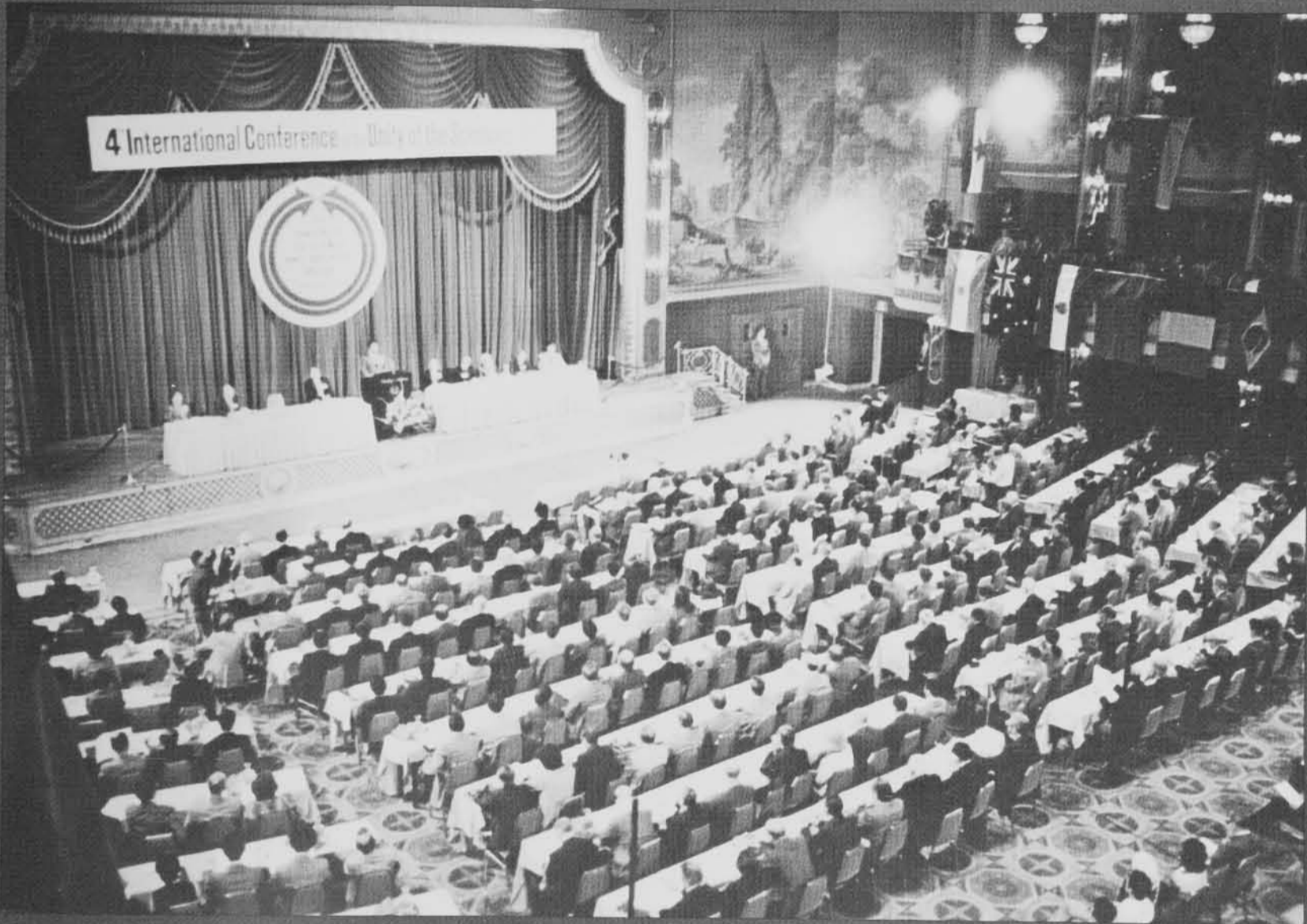
In 1975, 120 students from leading universities in Japan attended the third annual international Leadership Seminar sponsored by the International Cultural Foundation.



The International Cultural Foundation was founded by Reverend Moon in 1968. Through a variety of programs it is seeking the integration of international cultures through promoting both cultural and academic studies directed toward world peace.

*Each summer ICF sponsors the "International Leadership Seminar," inviting students from abroad to the United States for training in international leadership. The program includes talks on the *Divine Principle*, lectures by professors from leading American universities and field trips to places of special interest in the United States.*

International Conference on the Unity of the Sciences



Reverend Sun Myung Moon gave the opening address last November at the Fourth International Conference on the Unity of the Sciences in New York.

The most well-known program of the International Cultural Foundation is the *International Conference on the Unity of the Sciences*. The purpose of the Science Conference is to develop understanding which will bring about an integration of scientific knowledge and positive moral values. Rotating between the United States, Asia and Europe, the fourth conference was held in 1975 at the Waldorf-Astoria Hotel in New York. About 350 scientists gathered from around the world to discuss the relationship between science and values.



A section meeting at the conference.



We all want our homes, our cities and our nation to be clean and beautiful. So let's make them that way! With a little effort and cooperation, we can create a cleaner New York and America. Through its America the Beautiful Program, the Bicentennial God Bless America Committee wants to set an example to inspire all Americans to clean up our cities.

Particularly during our Bicentennial year when many foreign friends will be visiting America, it's important that they be welcomed to a clean city and nation. Thus,

the Bicentennial God Bless America Committee is initiating a clean-up effort in New York and a number of other American cities. Each day we'll be working to create clean cities and a beautiful nation.

Please join us! America needs your help! Bring your own brooms, shovels and dust pans and whatever you have. A city that's cleaned is a city that's loved and we'll all feel better for that. Taking responsibility ourselves is the only way our city can ultimately be helped.



Bicentennial
God Bless
America
Festival



Yankee Stadium
June 1st 7:00 pm



The New York City Symphony

The *New York City Symphony*, now celebrating its 50th anniversary, is receiving its primary support from Reverend Moon. Consisting of over 80 musicians from around the world, the orchestra has been highly

acclaimed for its brilliant performances of such composers as Beethoven and Strauss. The highlight of its recent schedule were two brilliant performances at New York's Lincoln Center in 1975.

Tom Ludwig, conductor—"The New York City Symphony will be performing a work for full orchestra and chorus which I have written especially for the Bicentennial God Bless America Festival. I hope you will feel God's love for man and for the nation of America as you listen to our music."



The Korean Folk Ballet

The *Korean Folk Ballet* performs a wide range of unforgettable dances drawn from 4300 years of Korean tradition. Founded by Reverend Moon in 1974, the Ballet expresses their love of God and man through

joyful dance. Whenever they have performed throughout the United States and the world, the response to the beauty and the power of their performance has been overwhelming.

Sung Sook Cho, choreographer—"The Korean Folk Ballet has come to America to share our world with you. Let us show you a vision of heaven on earth as we express our love of God and man through joyful dance."



Randolph Rimmel, conductor—"The New Hope Singers International come from America, Asia and Europe—the only group of its kind in the world. But we all share the common language of heart and we sing out the music of God's love."



The New Hope Singers International

The *New Hope Singers International* was founded by Reverend Moon in 1972. The group is composed of singers from all over the world whose lives are dedicated to building God's Kingdom. Singing and speaking in many different languages, their central

objectives are to express the brotherhood of man and communicate the love of God. With inspiring music covering the range of classical, popular and sacred music, they have sung in every state in the United States and throughout the world.



Patsy Johnson, lead singer—"Sunburst performs with the purpose of radiating God's love and hope through the songs we sing and play. We will be welcoming you as you enter Yankee Stadium the evening of June 1st. I hope and pray to see you there. God bless you!"



Sunburst

Sunburst is a folk-gospel group founded in 1973 by a group of young musicians inspired by Reverend Moon. Sharing a common concern over the emptiness in the lives of many young people, the group seeks to share a

positive message of hope and love through the medium of contemporary pop music. To uplift their fellow man, *Sunburst* frequently gives free concerts at such places as hospitals, schools and nursing homes.

Posterizing

Campaign Report:



Posterizing Activities

Poster Team: Report on Activities

April 25, 1976

Chronology:

April 8 Father's Posters first displayed at Headquarters.

Posters first displayed in public at 66th and Broadway.

April 12 First poster team of six members formed.

April 16 Ten more members given by Mr. Kamiyama (making three teams in all).

April 19-22 Television Channels 4, 5, and 11 give reports centering on posterizing of 71st and Broadway area.

April 23 Father gives new direction to Poster Team.

April 23-24 Television Channels 4, 5, 11 give additional follow up reports on posterizing/deposterizing of 71st and Broadway. (Channel 4 most positive).

April 25 Poster Team begins internal posterizing campaign of street speaking and signature collecting to lay a strong foundation for Father's New Direction, using the theme "We must be Heavenly Posterizers."

After meeting with Father on April 23rd, the poster team received a new direction which gave a new image and feeling to the public. Already, we had a victory of mass posterizing at Madison Square Garden. Therefore, it was Father's feeling that we should put less posters in one given area, but we should set the highest standard of that kind of posterizing, always maintaining their beautiful appearance. We should also cover more areas expanding to the entire area around Manhattan. Towards the end, we could have an impressive and massive display.

After this new direction from Father, and at the request of Mr. Kamiyama, we removed the posters at 71st and Broadway to create better community relations. As a result, very positive television coverage occurred, especially on Channel 4. Even the owner of the building which was posterized gave public permission to poster his building. Many people gave positive impressions of our members. This is truly testimony to how quickly results can come by following Father's direction.

On Sunday, April 25th, after morning service at Belvedere, the Poster Team held a rally for the Bicentennial God Bless America Festival at Broadway and 156th Street (the same site where

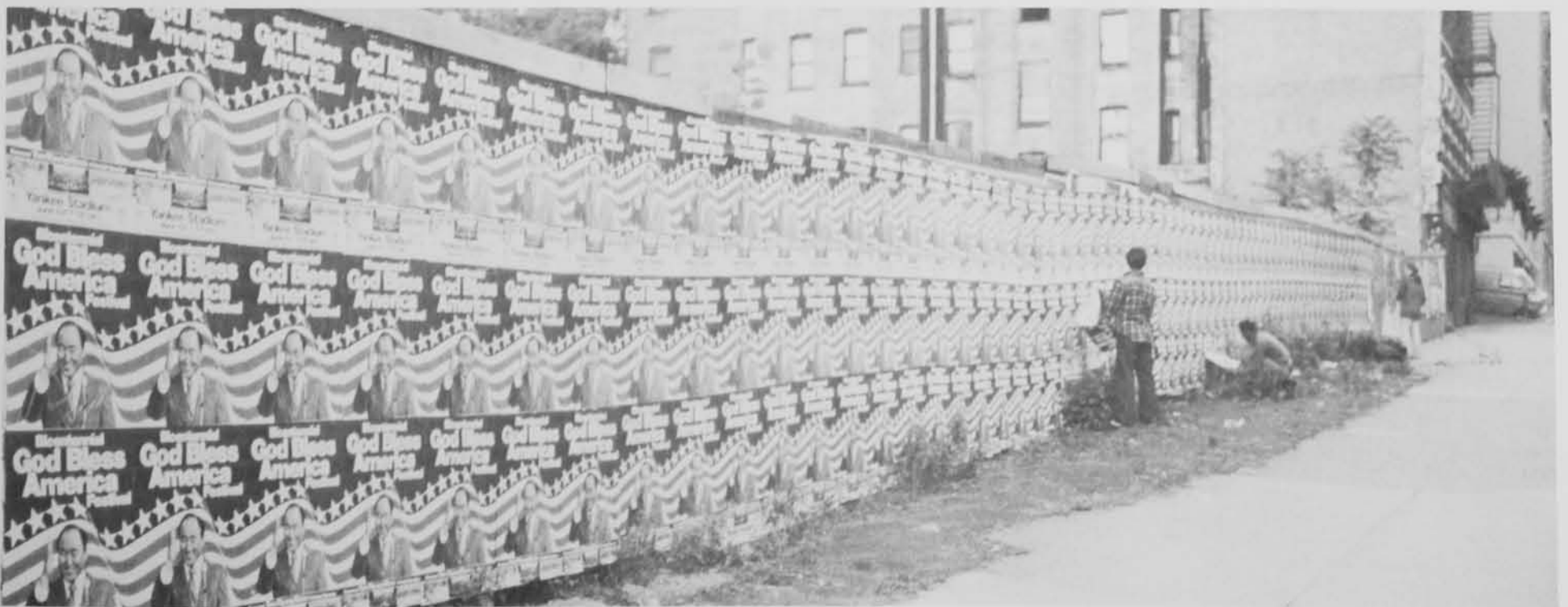
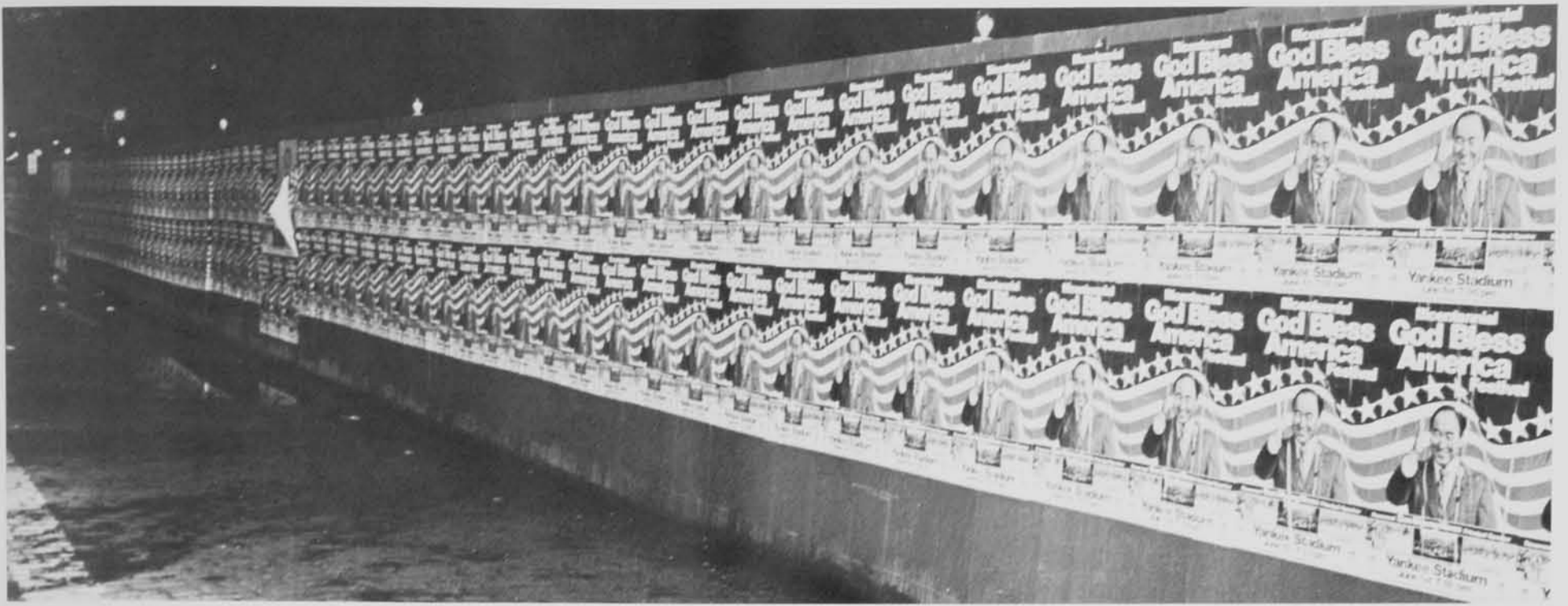


a Communist rally took place a few days before). Many signatures were collected during the short 1½ hour to 2 hour period and all poster team members were filled with a new determination and a new tradition of posterizing. The major problem we faced in posterizing was that the area had few legal places to poster and not enough manpower to keep the posters maintained and to do new areas as well. At one time, there were 18-24,000 posters showing all over the city.

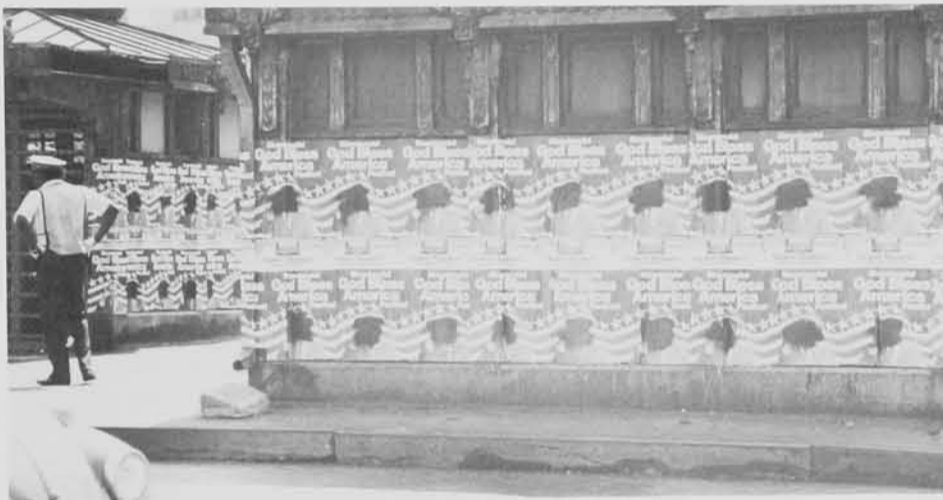
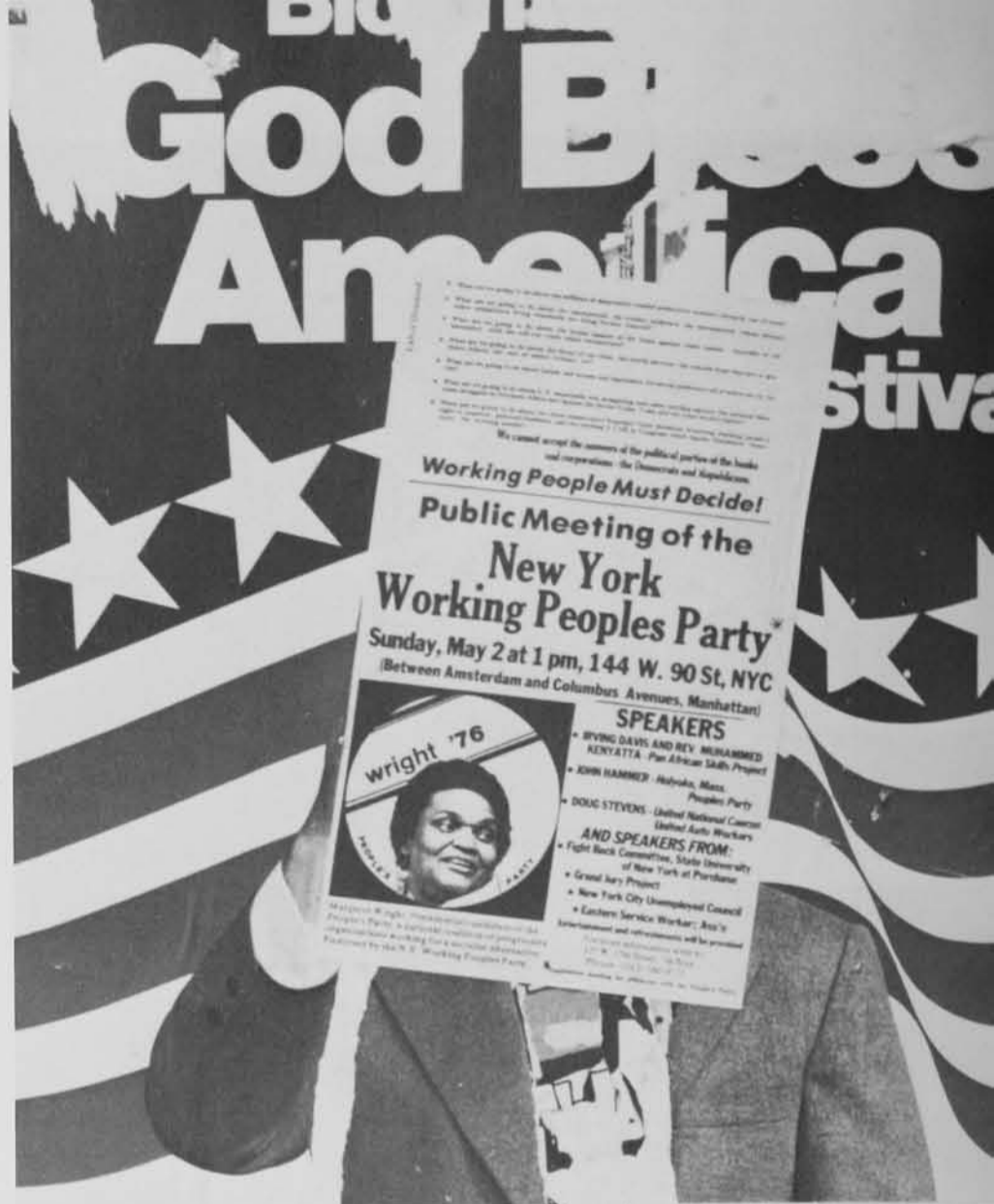
Complete areas of Manhattan and the Bronx were covered, as well as Queens as far as LaGuardia Airport, and Brooklyn downtown area on major streets which were more heavily populated. Each day, one team was given the goal of 2,000 posters to put up, but because the members were young, they could not always fulfill this goal. The last 7 days of the campaign, 25 additional members joined the courageous heavenly poster team and the 3 teams expanded to 8 teams.

Even though members were young, they could grow and learn unity and leadership on a small scale, and learn to confront difficult problems such as police and negativity. The total number of posters that were put up during the Yankee Stadium campaign was 120,000.

This report is respectfully submitted by David Michael Byer.



Posterizing War



Bicentennial God Bless America Festival

Bicentennial God Bless America



Reverend Sun Myung Moon, Principal Speaker



Yankee Stadium
June 1st 7:00 pm

WE'VE CARRIED THE
RICH FOR 200 YEARS-
LET'S GET THEM
OFF OUR BACKS!



Democracy July 1st
Jobs of Income



Future Plans

The area we are covering now is Manhattan: divided into three teams. Towards the end of April we will expand to cover the outer boroughs of Queens and Brooklyn and the Southwest Bronx area.

The major problem we are facing is that the area has few legal places to poster and not enough manpower to keep the posters maintained and to do new areas as well. However, the Heavenly Poster Team has pledged to meet this challenge and overcome all obstacles by working twice as hard as before. We will go over!!

This report is respectfully submitted by

David Michael Byer
April 25, 1976

Purchase of the New Yorker Hotel



Church Buys The New Yorker Hotel

The Unification Church took New York by surprise with our May 13 purchase of the 42 story, 2,000 room New Yorker Hotel—now the Unification Church World Mission Headquarters. At Eighth Avenue and 34th Street, the hotel overlooks Madison Square Garden. Each of the nearly 2,000 guest rooms has a private bath; many are furnished with beds, dresser, and TV set. The hotel has three levels of base-

ments, three ballrooms, and several restaurants, now vacant. A branch of the Manufacturers' Hanover Trust Bank is at the 34th St. and Eighth Avenue corner. Twelve passenger and six service elevators run from the lobby; an escalator goes from the lobby to a lower level. The hotel has its own entrance onto the Eighth Avenue Subway. Near the top of the building are engineers' offices and upholstery and TV repair shops. We are to move into the building as soon as the insurance has been settled; witnessing teams will be the first tenants.

The location is strategic. 34th Street



Unification Church

BELVEDERE ESTATE
723 SOUTH BROADWAY
TARRYTOWN, NEW YORK 10591
TEL. 914 - 631-3630

統一教會
世界本部

Unification Church

World Missions

U C W M

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1976. 5. 2. 21 810



is a major east-west thoroughfare through Manhattan, running to the Lincoln Tunnel to the west and the Queens midtown tunnel to the east. Penn Station, a major Post Office, and Macy's department store are each about a block away. Eighth Avenue is a "transitional" area. Once thriving, it is being taken over by bars and pornographic activities, particularly between 42nd and 50th streets. The New Yorker is south of this zone.

The declining fortune of the area was a major factor of our purchase. Shortly after his return from Korea, Father expressed his desire that the Church purchase a large hotel in a declining

Father Dedicates New Yorker

On Friday, May 21, Father officially dedicated the New Yorker Hotel. Father visited all 2,000 rooms for the sanctification, which took over five hours. To begin the ceremony, Father and Church leaders prayed on the roof of the New Yorker, overlooking the whole city. Then Father systematically visited each room of the hotel with Holy Salt. At the bottom, the third sub-basement, he again prayed. All those involved went to his suite where they prayed and Father signed memorial scrolls. They concluded the occasion with snacks from McDonald's.

New Hope News

May 28, 1976



midtown area. The New Yorker was turned up in the search. Built in 1929, it was forty years a prestigious hotel, "one of the city's most popular hotels for tourists and visiting garment district buyers," said the *New York Post*. It declared bankruptcy in 1972. But the hotel remained vacant, partly due to a complication about its name. It was sold for \$8.8 million to the French Polyclinic Medical School and Health center, which also declared bankruptcy in 1974. The New Yorker Corporation has been trying to sell it ever since. Due to the area's decline and the prolonged vacancy, we bought the hotel for about five million dollars; it would cost \$80

million to build a comparable building today, said Col. Pak.

Agreement for purchase was made on Monday, May 10 with Col. Pak as our chief negotiator. The contract was drawn up over May 11-12, with the signing on the evening of the 12th. Public announcement was made on Thursday morning, May 13.

On the evening of the 12th, Father, Col. Pak, and over 100 church leaders anxiously awaited the outcome of the closing at Belvedere. Shortly after 8 pm, Mr. Salonen arrived with the final contract. After Father saw it, he signed various documents, including several large architectural renderings of the

building. In commemoration of the occasion, he signed photographs of the hotel for those present.

At the Wednesday gathering, Col. Pak spoke of the significance of the purchase. "Father has selected a gigantic building for us, a heavenly pyramid. This great building has been lying idle in the heart of New York City. This is where we can make a dramatic showcase of what Reverend Moon can do. We will rejuvenate the building both spiritually and physically. Soon the whole standard of the area will be upgraded. Here we can succeed in the resurrection, both physical and spiritual. In last year alone, New York lost over 600,000



Campaign Report:

Unification Church Purchases New Yorker Hotel

The Unification Church has signed a contract for the purchase of the New Yorker Hotel at Eighth Avenue and 34th Street.

The purchase price in excess of \$5 million will be paid to the New Yorker Hotel Corporation. The Church plans to turn the 2,000 room 40-story hotel into its World Mission Center. Funds for the purchase come from worldwide contributions of the Church, not those raised in the United States.

Neil Albert Salonen, President of the Unification Church in America, said the Church will conduct international religious training programs, seminars, and conferences at the new Center. Future plans also call for cultural exchange programs to promote international brotherhood and harmony. "We also want to restore confidence in New York by uplifting the atmosphere in this neighborhood," said Salonen, referring to the recent moral and economic decline in this and other areas of the New York City.

"We feel what's needed to clean up the streets is more citizen participation" he declared. "We plan to be a catalyst for that to happen." He pointed out that recently over 1,000 Church volunteers began physically cleaning the streets in New York every morning as part of their "America the Beautiful Program." "In order to fully revive the area though, it needs both spiritual and physical rebirth," Salonen added.

Reverend Sun Myung Moon, founder of the Unification Church, will speak at Yankee Stadium on June 1st as part of the Bicentennial God Bless America Festival. The purpose of the festival is to celebrate America's 200th Birthday, and to spark a spiritual revolution by reviving America's faith in God.

The Unification Church has churches in over 120 countries with a worldwide membership of 3 million. There are 30,000 members in the United States.

The Church was founded in 1954 in Seoul, Korea, based on the Divine Principle, a revelation given by God to Reverend Moon. The primary mission of the Church is to witness to this revelation and lay a foundation for the Kingdom of God on Earth.

residents. Reverend Moon will be the first one to spearhead confidence and trust in the city. He is putting faith in the city while everyone else is running away. This means a great deal to New York; the citizens will be very appreciative. Right now, all the religious people are trying to run away from the sins of the world. But instead of running away from sin, we are to conquer sin. This is the spirit of God and Jesus Christ. Unless you confront sin, how can you liquidate it?"

In explaining Father's intended purposes for the building, Col. Pak said, "We are going to use the building as an international headquarters. The word

'mission' is emphasized. We have purchased it for the mission of bringing down the Kingdom." In that connection, he said, the money for its purchase was from the international branches of the Unification Church. Secondly, Father wants to make the hotel a center for cultural activities. "Third, Father has a plan to set aside some areas for public service, especially to educate the world's young people. We will house young people from all over the world while they study in their fields at their respective schools in New York: Columbia, Juilliard, etc. This will be a true human resources development program."

Mr. Salonen made the public announcement of our purchase at a press conference on Thursday morning, May 13. "I am very proud to announce today that we have completed negotiations for the purchase of the New Yorker Hotel. The signing was the beginning of a very dramatic program on our part." He stressed our goal of moral regeneration: "We feel very strongly that what is needed in America is to rebuild the spirit of giving God thanks for the blessings that He has given to this country and also to rededicate ourselves to the spiritual values that have brought so much to this nation. As part of that, we feel that since New York typifies the



problems that our society is facing, we want to begin our clean-up here. That is why we started the America the Beautiful campaign...

"We realize that New York is a city that needs a restoration in confidence. We want to help rebuild faith in the city of New York, particularly in the areas that have declined not only physically and economically but morally as well. Therefore our purchase of the New Yorker Hotel is not just an effort to bring the commitment of business and commerce back to the city, but also to begin cleaning up that area. From the programs that we intend to launch from that building, we expect the entire Eighth

Avenue area to come back. We are going to do a moral clean-up as well. We are appalled to see the number of prostitutes on the streets, the tremendous number of pornographic bookstores. We feel that what is needed is greater citizen participation. We intend to do this. We want to work together to help New York again become a symbol of prosperity and vitality here in America."

Mr. Salonen went on to outline the purposes of the building: "We plan to devote a number of our rooms to public service work; in particular, an education program of bringing men and women from around the world to study here in New York. We will provide them schol-

arships, room, board, and the best possible training for them in the field of their choice. We will also provide them with a strong moral background so that they can go back and become not just technically qualified leaders of the world but also morally excellent leaders. In this way we are going to promote the ideals of international brotherhood and cooperation.

"It is our desire to restore the entire area. It will become not only a world mission center for Unification Church activities, but it will also interlace with many cultural programs. As you know, we believe that cultural exchange can help accomplish the goal of world peace

and brotherhood... We will also seek to cooperate with other groups who are looking for a place for their programs."

"Reverend Moon has a great dream for reviving the spirit of New York and of America," said Mr. Salonen. "It is a great day for us to announce that a great step has been taken by securing this property. We desire to make this building a new temple of God in the city of New York. We want this to be one place which will really represent God's hope for New York."

New Hope News

May 18, 1976



Birth of the Band

Campaign Report :



Inventory of Instruments of the Go-World Brass Band

Person Responsible	Instrument
Judy Rendina	Piccolo
Cesar Regalado	Piccolo
June Orland	Flute
Sarah Treadway	Flute
Terry Alvarado	Flute
Alan Davies	Flute
Nadya Neal	Flute
Carl Orland	Oboe
Dennis Pearson	Bari Sax
Carol Plummer	Bari Sax
Phil Sanders	Tenor Sax
Paul Ku	Tenor Sax
Andre Licursi	Tenor Sax
Norris B. Scott	Tenor Sax
Terry Alvarado	Alto Sax
Julie Sell	Alto Sax
Ronald Koonce	Alto Sax
Franz Fiege	Alto Sax
Debbie May	Clarinet
Jan Weeks	Clarinet
Franz Fiege	Clarinet
Bill Wertz	Clarinet
Betty Frazier	Clarinet
Karen Cox	Clarinet
Robert Rich	Clarinet
Jim Garland	Trombone
Neil Santolucito	Trombone
Udo Frisch	Trombone
Kevin Brennan	Trombone
David Eaton	Trombone
Gregg McClaran	Trumpet
Alan Feldsott	Trumpet
David Garcia	Trumpet
Klaus Guenther	Trumpet
Masaki Kotuno	Trumpet
Susumu Sugawara	Trumpet
Mark Hoegle	Trumpet
Forrest Wright	Cornet
Curtis Walker	Baritone Horn
Ejiro Kusakari	Baritone Horn
Jeffrey Gatov	Sousaphone
Glenn North	Sousaphone

Percussion Section
 Marching Snare
 2 Marching Tenor Drums
 1 Marching Bass Drum
 1 Marching Bass Drum
 4 15" Zildjian Cymbals
 1 20" Zildjian Cymbals
 3 Snare Drum stands
 1 Bass Drum stand
 4 Maracas, 1 Tambourine,
 2 Triangles, 3 Claves
 2 Glockenspiels



The Birth of the Go-World Brass Band

Nothing besides a band can so quickly bring a lump in the throat, tears in the eyes, memories of childhood and dreams of greatness. And nothing has pepped up the final days of the Yankee Stadium campaign like the new "Go-World Brass Band."

The band had an inconspicuous birth as a handful of musicians, assembled by Reverend Vincenz, practicing in an 8th floor squash court in the Headquarters building. Then on May 16 it made its debut at Holy Ground after Father's Sunday speech. The members were delighted, moving in for a closer look. So was Mr. Kamiyama, who asked the band to play more and more songs and finally said: "Who else wants to join?" Dozens of hands shot up.

That same afternoon Father dropped by the Headquarters Building and took in a rehearsal. He was very impressed, even saying that it was a miracle. He took Band Director Kevin Pickard aside for a long conference. The word for more musicians went out. Soon after auditions, the number swelled close to seventy.

During the next week the band

acquired instruments and practiced and practiced, from morning through the night, for Father had decided to have the new band play at Yankee Stadium. The goal, he said, was to have sixty well-rehearsed pieces by Yankee Stadium and of course more by Washington Monument.

Kevin Pickard and his assistant, David Eaton, have both played professionally. Other members vary considerably in experience and age in the church. The band even has its own clown, Steve Epstein, who was a "Ronald McDonald" and a graduate of clown school. Instruments included are: trumpet, trombone, tenor saxophone, alto saxophone, piccolo, flute, clarinet, oboe, Sousaphone (tuba), snare and bass drums, cymbals, French horn, baritone horn, mellophone and glockenspiel. The repertoire is dominated by high-spirited music: crisp marches and many works of Sousa, songs from West Side Story and Man of La Mancha, and works of Duke Ellington and Scott Joplin.

Soon after its formation, the expanded band got "on the job training" by playing at tribe rallies all

over New York. The rally-parade down Broadway occurred when the band was less than a week old.

Father named the band the "Go-World Brass Band" on Sunday, the day after the Broadway parade.

Rally coordinator David Hose commented on the significance of the band: "It has been a beautiful experience. The band was born in wartime and quickly pulled itself together, exhibiting a real unity of spirit. It gives the campaign a whole new dimension. As the band marches through neighborhoods, it is like sending out fire. Once the band starts playing, people feel completely different, so much freer. They love it when, after playing, the band members go out in the crowd and shake hands. The band awakens a nostalgia, for it represents a part of America which is good, the kind of America that everyone wants to remember."

New Hope News

May 28, 1976



GO-WORLD

BRASS BAND

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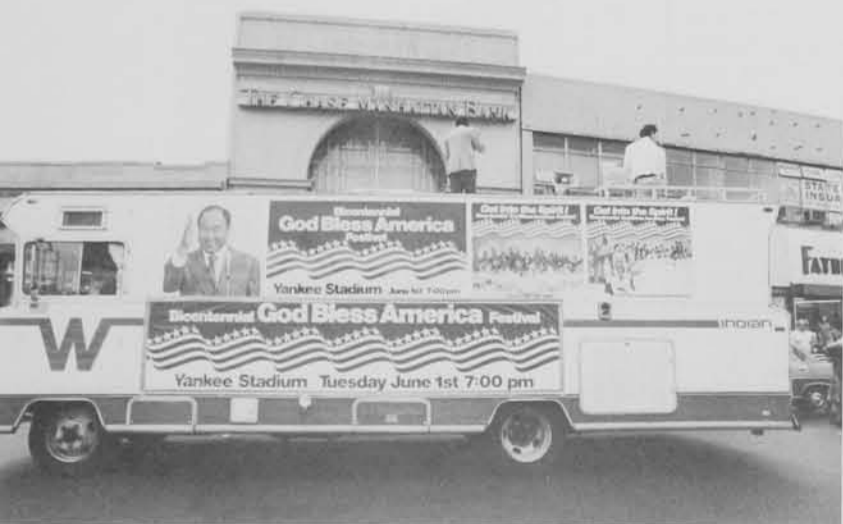
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**Repertoire
Go-World Brass Band**

- 1 March Nonpareil
- 2 March on America
- 4 Oh What a Beaut'l Morn
- 5 The Liberator
- 6 Let the Bugles Sound
- 7 Manhattan Spiritual
- 9 Hail Columbia
- 10 March with the Irish
- 11 Pomp & Circumstance
- 12 Salute to Sousa
- 13 God Bless America
- 14 Under the Double Eagle
- 15 Saints in Concert
- 16 Happy Heart
- 17 American Eagle March
- 18 Semper Fidelis
- 19 Golden Gate
- 20 Anchors Aweigh
- 21 King Cotton
- 22 On the Sunny Side...
- 24 Fifty Stars
- 25 Victory Fanfare
- 26 Lullaby of Birdland
- 27 Chicago
- 28 a. Times a-Wastin'
- b. Perdido
- 29 a. Satin Doll
- b. Take the 'A' Train
- 30 a. Wolverine Blues
- b. Pep
- 31 a. Grandpa's Spells
- b. Black Bottom Stomp
- 32 a. Cannon Ball Blues
- b. Milenberg Joys
- 33 a. King Porter Stomp
- b. The Pearls
- 34 a. A Breeze from Alabama
- b. Maple Leaf Rag
- 35 a. The Entertainer
- b. Peacherine Rag
- 36 a. Flamingo
- b. Brasilia
- 37 a. La Banda
- b. Whipped Cream
- 38 a. Day by Day
- b. O Bless the Lord
- 39 a. Prepare Ye
- b. Turn Back, O Man
- 40 a. The Impossible Dream
- b. Man of La Mancha
- 41 a. Fiddler (part 1)
- b. Fiddler (part 2)
- 42 Joy to the World
- 43 a. Yankee Doodle Boy
- b. You're a Grand O'l...
- 44 a. This is My Country
- b. Battle Hymn of the Republic
- 45 a. Sentimental Journey
- b. Basin Street Blues
- 46 My Prayer
- 47 If
- 48 Washington D.C. Int'l
- 49 Shrine of Democracy
- 50 The Caisson Song
- 51 Mail Call March
- 52 The Young Americans
- 53 Victory Polka
- 54 The Yellow Rose of Texas

America the Beautiful Clean-up Campaign





America the Beautiful Project Inaugurated

On Monday, May 3, the "America the Beautiful" project of the God Bless America Festival was officially inaugurated as over 1,000 members took up their brooms and dustpans to clean Manhattan and the Bronx. Dressed in white jumpsuits with the God Bless America Festival logo silkscreened in red and blue on the back, members cleaned by trinities in their witnessing areas from 7 to 8 a.m. From the beginning, a new spirit rushed through the Yankee Stadium campaign as members embarked on one of the most significant and well-received Church projects.

Col. Pak expressed Father's goals for the clean-up campaign after Father's Sunday speech at the Headquarters building on May 2. "Ever since he came to New York, Father's heart was broken because the beautiful city of New York was so dirty. He determined: 'One day, the Unification Church will clean up New York.' The time has come to respond and bring a glorious result. The people will be so puzzled! They will have an awful time trying to find a word to describe it. Father asked me to encourage you, telling you how important this campaign is. This is one of the most important things which is hap-



pening in 1976—a physical and internal clean-up.

"Let's let this campaign be a silent testimony of what we are doing for this nation and the world," continued Col. Pak. "Let's live up to Father's desire to bring physical and spiritual resurrection. The America the Beautiful program is showing by dramatic example that we are really going to restore New York and all cities of America. Father would like to ask you to apply yourselves diligently to this project to bring physical victory."

The campaign was publicly opened by a kickoff ceremony in the South Bronx at noon on the 3rd. Michael

curbs, and gutters as they clean up papers, boxes, beer cans, bottles, countless cigarette butts, junk and just plain dirt.

Public response to the campaigns from the first day has been overwhelming, injecting new vitality into witnessing activities. New York's middle and upper classes, previously unattracted by the Yankee Stadium campaign watched the clean-up with surprise and support. "I couldn't have taken that many drugs last night!" said a shocked young man as a cleaning team was on its way to its area on the first day. "You deserve a commendation!" "More power to you."



Warder opened the rally which was attended by 100 members ready for cleaning, curious neighbors, the press and two representatives from the city government. As President Salonen addressed the group, a sanitation truck driver shouted a cheer.

Mr. Salonen told the group: "This country prospered because people were willing to work with their hands to make their dreams come true and to make their hopes into reality. But we see that for too many of our brothers and sisters, that hope has become dim and that dream a far too distant reality. We want to do something to rebuild the hope of America as we enter our third century so that we can bring God's blessing to America. The America the Beautiful campaign is to show how we are going to clean up America physically by cleaning up all the trash and garbage on the streets. But we are doing it with a new spirit because we want to clean up spiritually and morally, as well. Let's be determined to create a new spirit of cleanliness and righteousness. Don't just work with your hands alone. Carry your hearts to the streets of New York."

Since then, members leave for their cleaning areas every morning at 6:30, taking their breakfast with them to be eaten after cleaning. Using push brooms, regular brooms and dustpans, cleaners bag the trash and leave it on the curb to be picked up by the city's Sanitation Department. Every day new streets are cleaned; since the campaign is worked in cooperation with the Sanitation Department, the cleaning has to be done on routes where sanitation trucks will travel. Nothing is neglected. The brooms pass over sidewalks, steps,



"Do you have a broom to give me..." "Our salvation is coming! Someone cares about us!" are but a few remarks heard by some members. It is not uncommon for passersby to have tears in their eyes. New Yorkers respond to more than just the cleaning—"You're the first people who have smiled at me in the morning since I have lived in New York." "I've been waiting for years for something like this to happen," said the owner of a corner Blimpie's coffee shop in Greenwich Village, bringing out coffee and doughnuts to the team. Flyers explaining the project are easily distributed, and not just to pedestrians. A rich lady in a chauffeur-driven limou-



sine rolled down her push button window to ask for literature. A bus driver stopped his bus, took the literature, and passed it out to his passengers. (There are many, many more stories.)

The campaign has been covered by all three major networks and several local TV stations. Typical network coverage included shots of members at the kick-off rally singing "America the Beautiful," close-ups of a member sweeping up dirt, an explanation of the campaign by a Church official, and comments—invariably positive—from local merchants. One commentator said, "The rank and file couldn't be more enthusiastic about it." She then inter-

viewed New York member Pat Hammer: "I don't think that New York has ever seen anything like it," said Pat. "I know that we are going to be the best."

New Hope News

May 18, 1975







One thing we all want for America is a cleaner environment. Inspired by the Reverend Sun Myung Moon, over 1500 members of the Bicentennial God Bless America Committee have recently initiated a great clean up project directed at America's cities. Beginning in New York City, these young men and women have been taking to the streets with their brooms, dust pans and trash bags every morning since May 3rd. The project is called the America The Beautiful Program.

The Program is a tangible expression of the spirit of the Bicentennial God Bless America Festival. The Festival's purpose is to inspire all Americans to truly create One Nation Under God and work for One World Under God. One step in accomplishing this goal is to create a clean and beautiful environment where God's Spirit can fully dwell.

We are encouraging everyone to participate in the America The Beautiful Program. If each person does a little, together we can do a lot!



The people of the South Bronx have seen more plagues than Pharaoh's Egypt; it's safe to assume they've never seen anything quite like this. A hundred members of Reverend Moon's Unification Church stood muster this morning in spanking white coveralls and they launched their clean-up campaign with a smile and a song... and they found some New Yorkers who are ready to pitch in.

TV News Center 4,
May 3rd, 1976

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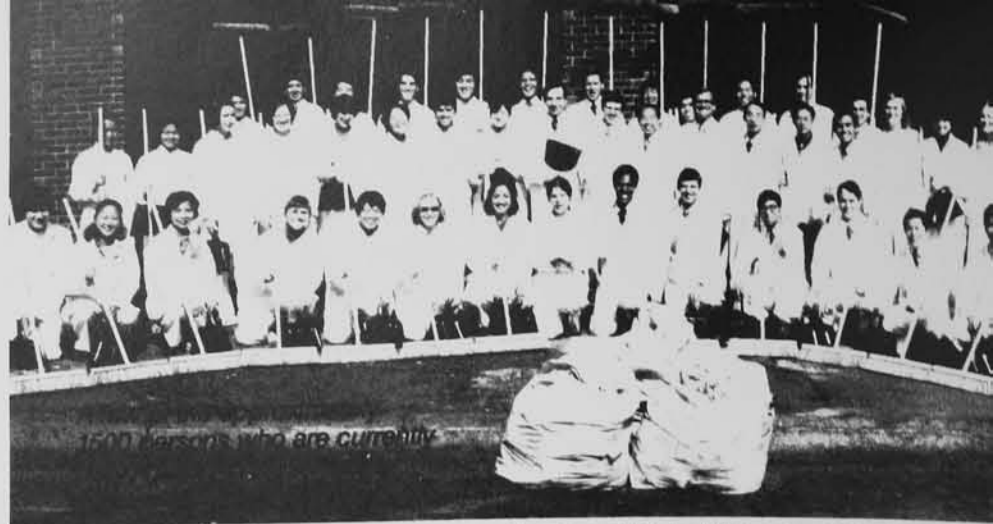
You people are the brightest spot of my day.

A passerby on 8th Avenue

☆☆☆

Commuting through Times Square is not exactly pleasant. In the year that I have been doing so, I must say that I never saw any attempt made to fix the place up—until today. The followers of the Rev. Sun Myung Moon were out there sweeping and picking up litter... I am not a follower of the Rev. Moon, but I must express my gratitude for a job well done.

Melvin Baez
The New York Daily News
May 14, 1976.



Co-ordinated with the pick-up schedules of the Sanitation Department, the program has been warmly received.

At work in upper



We all want our homes, our cities and our nation to be clean and beautiful. So let's make them that way! With a little effort and cooperation, we can create a cleaner New York and America. Through its America the Beautiful Program, the Bicentennial God Bless America Committee wants to set an example to inspire all Americans to clean up our cities.

Particularly during our Bicentennial year when many foreign friends will be visiting America, it's important that they be welcomed to a clean city and nation. Thus, the Bicentennial God Bless America Committee is initiating a clean-up effort in New York and a number of other American cities. Each day we'll be working to create clean cities and a beautiful nation.

Please join us! America needs your help! Bring your own brooms, shovels, dust pans and whatever you have. A city that's cleaned is a city that's loved, and we'll all feel better for that. Taking responsibility ourselves for New York is the only way our city can ultimately be helped.

In addition to the America the Beautiful Program, we are sponsoring the Bicentennial God Bless America Festival at Yankee Stadium on Tuesday, June 1st at 7:00 p.m. Our purpose is to lead all Americans to truly create One Nation—and ultimately One World—Under God. The Festival will be a wonderful evening filled with joyous entertainment and an inspiring message from the Reverend Sun Myung Moon, the founder of both the Bicentennial God Bless America Committee and the America The Beautiful Program. We hope you'll join us. For free tickets, please call: (212) 221-1555.

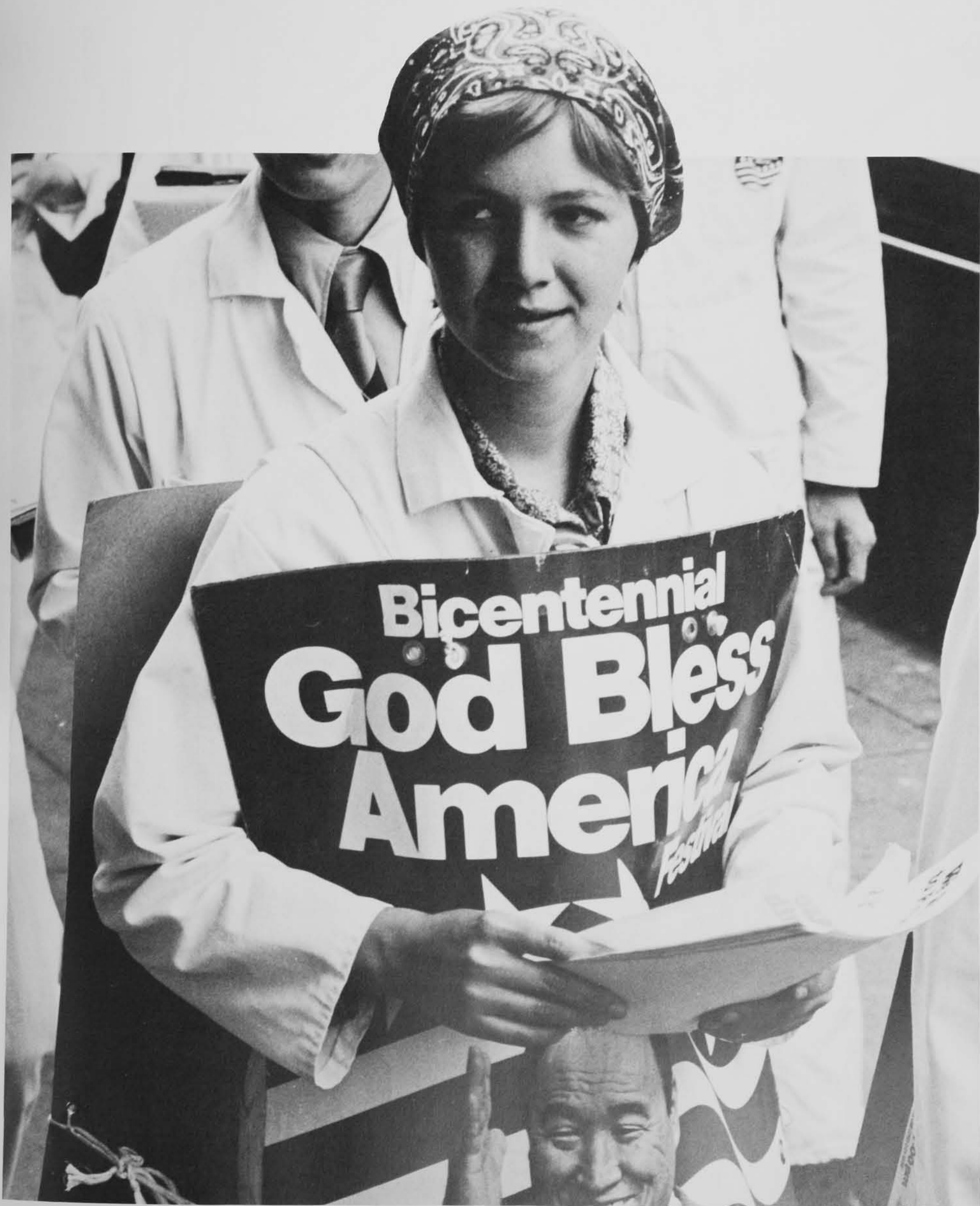
In the meantime, we look forward to your help in making New York beautiful!

The Bicentennial God Bless America Committee is a project of the Unification Church in celebration of America's Bicentennial.



**Bicentennial
God Bless America
Committee**

4 West 43rd Street
New York, NY 10036
Tel. (212) 221-1555





These are a few of the 1500 people already cleaning up.

Let's Clean up! New York!

America has a great past and the potential for a great future. But that future depends on us. One thing we'd all like to see is a cleaner city. Inspired by the Reverend Sun Myung Moon, over



1500 members of the Bicentennial God Bless America Committee have initiated a great clean-up project for New York City. Every morning since May 3rd these young men and women

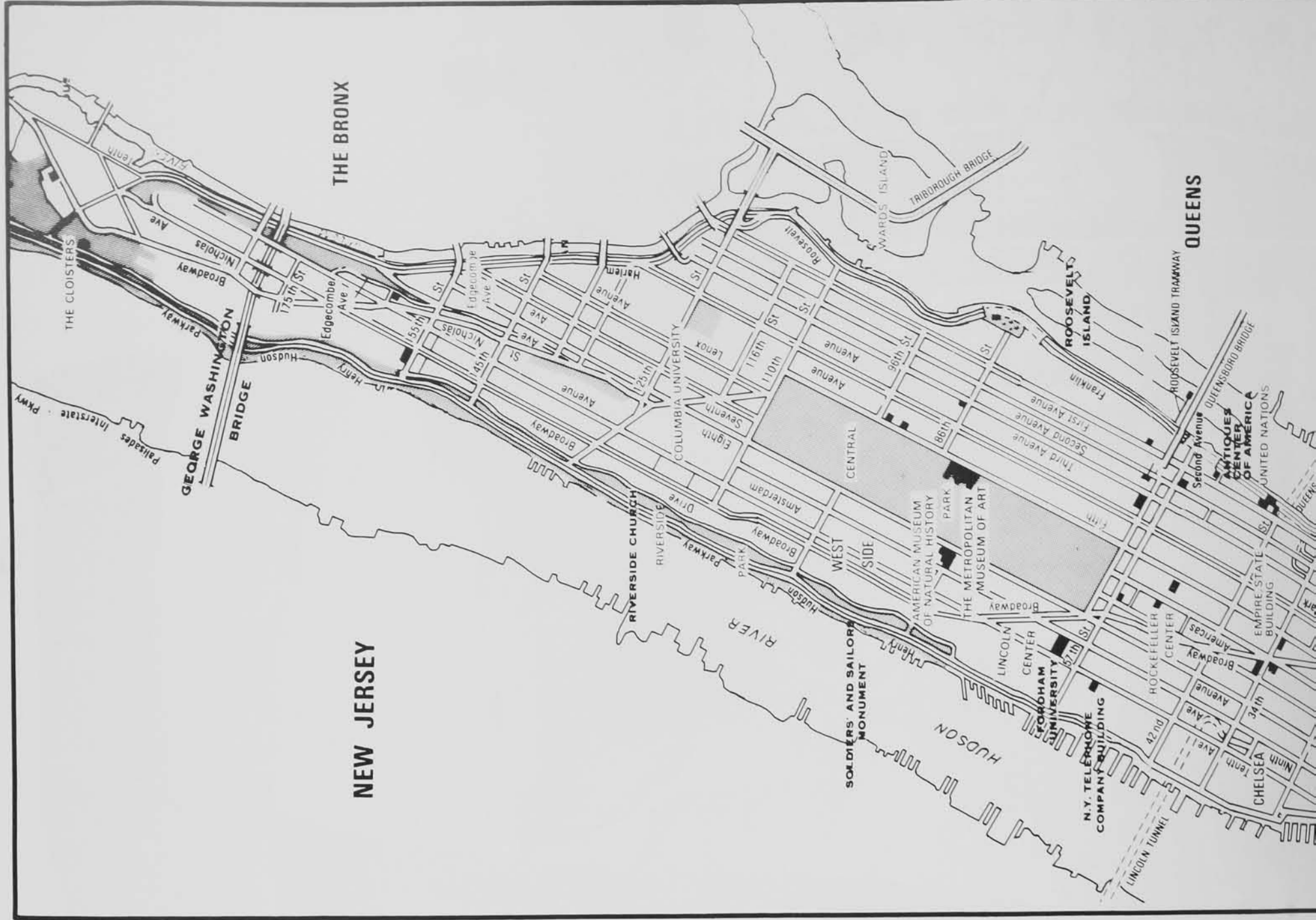
home cleans their own area, the city will be spotless. Together we can do it!

The America the Beautiful Program is a tangible expression of the Spirit of the Bicentennial God Bless America Festival. The Festival's purpose is to inspire all Americans to truly create One Nation Under God and work for One World Under God. One step in accomplishing this goal is to create a clean and beautiful environment where God's Spirit can dwell.

The Bicentennial God Bless America Festival, featuring Reverend Moon as the

principal speaker, is being held June 1st at Yankee Stadium.

This will be a



everyone will participate. In the remainder of May we're setting aside three days in which we're making special efforts to clean up particular parts of the city. The days are tomorrow, May 22nd and next Friday and Saturday the 28th and 29th. Areas we'll clean are described below.

We hope you'll join us on these special days—and any other day.

We need your help. Bring your brooms, shovels, dustpans and



gloves. A city that's cleaned is a city that's loved. With that love, we are sure New York can truly prosper.

In addition to joining us on these days, we'd like to make these suggestions:

1. Let's avoid littering even the smallest item. It's amazing how fast the streets can become strewn.
2. Let's everyone do his fair share. If every business and

opportunity to hear Reverend Moon and see why his leadership has given new hope to thousands around the world. We encourage all New Yorkers to come.

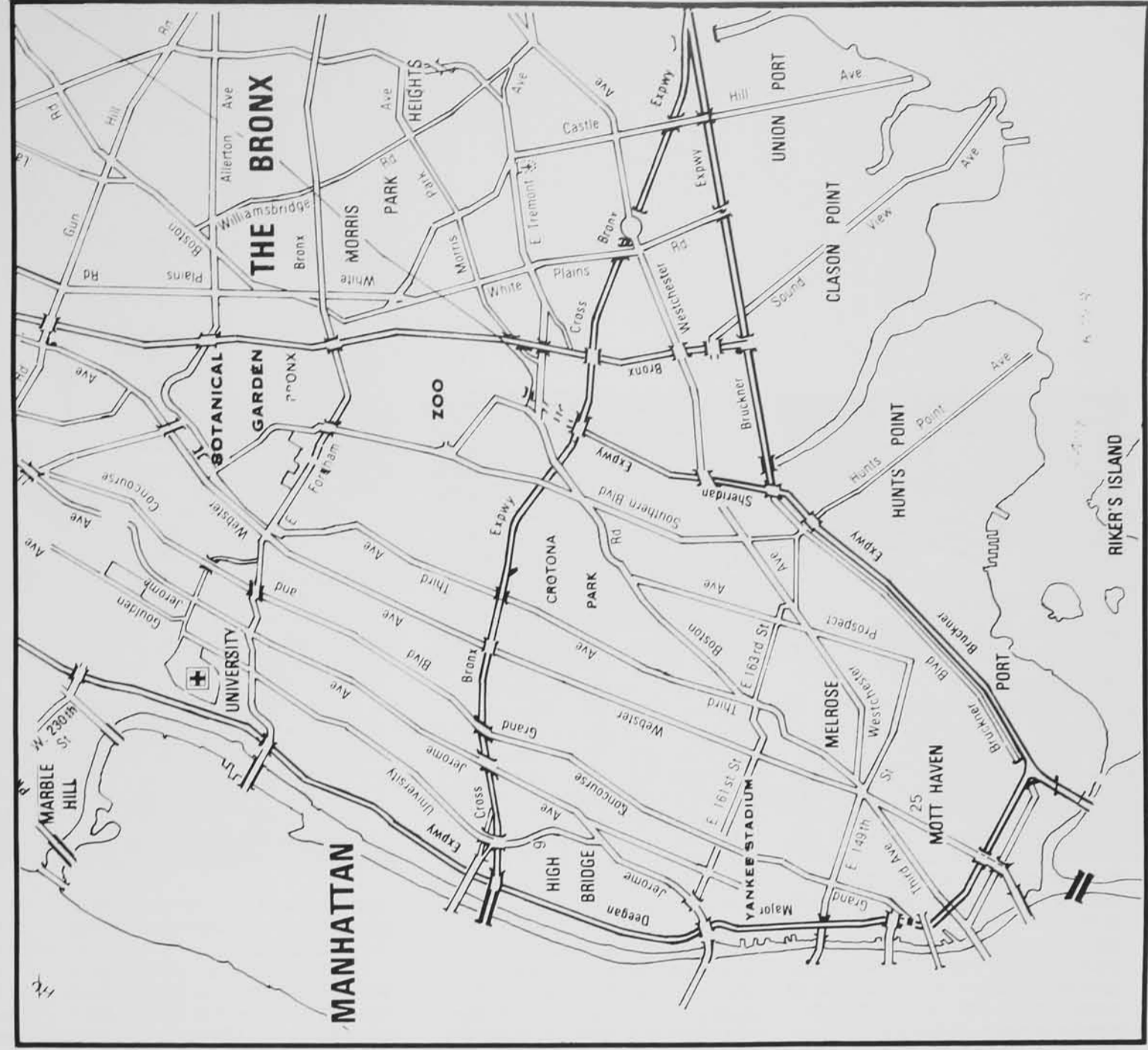
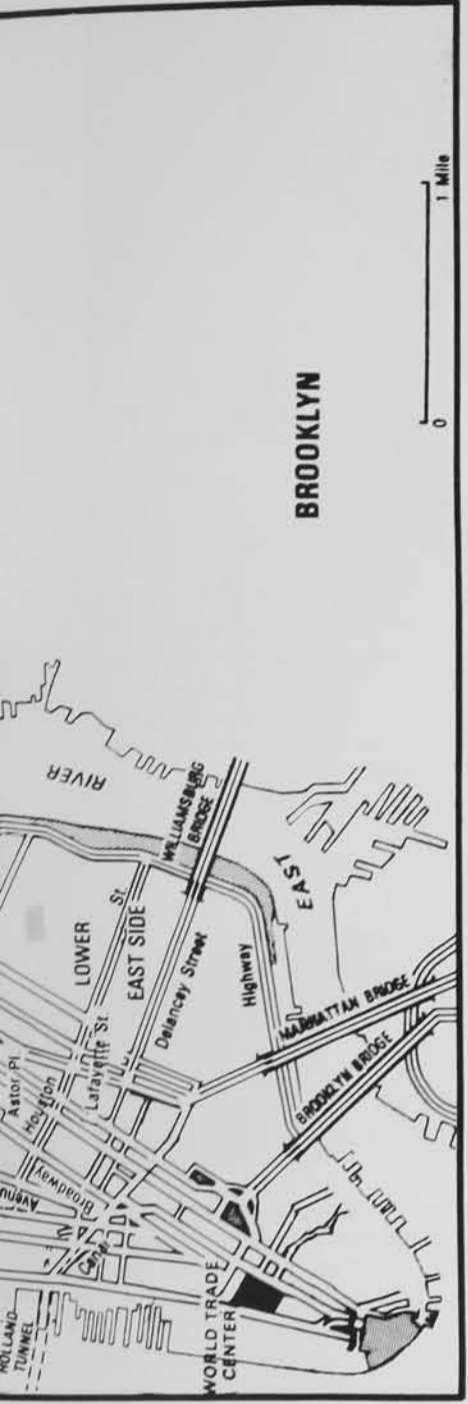
But before attending the Festival, we urge you to join us in cleaning up New York. If everyone does a little, together we can do a lot. C'mon out and get into the Spirit! For more information, please call 730-5715.



4 West 43rd Street, New York, NY 10036

Bring your broom and let's clean up!
We'll be cleaning from 9:00 A.M. to Noon on the following days:

- May 22nd** Saturday. In Manhattan. From Central Park West to the Hudson River, between 59th St. and 110th St. Also, Central Park.
- May 28th** Friday. In the Bronx. From Webster Ave. to the Major Deegan between Fordham Rd. and 145th St. Below 169th St., area expands to Prospect Ave.
- May 29th** Saturday. In Manhattan. East of 5th Ave., everything north of 96th St. to 178th St. West of 5th Ave., everything north of 110th St. to 178th St.



Campaign Report:



Yankee Stadium America the Beautiful Clean-Up Campaign

by Mr. Samuel Pell

In the beginning, when Father first came to New York City, he drove through New York and actually cried. He wanted to clean up the city because he felt that the city so desperately reflected the condition of the people who live in it. The idea for the campaign was generated a long time before it got started in order to reflect the heart of the Unification Church so people would not misunderstand the clean-up campaign. The clean-up campaign could not be attacked as some kind of ulterior motive. It is simply to clean up New York.

With that basic idea, the clean-up campaign began with the blessing of City Hall which understood what we were going to do. Mr. Irazo, Assistant to the Mayor, was aware of our program and was very much in favor of it. From the city's point of view, he was instrumental in formulating the idea.

Mrs. Vincenz and I worked very closely together, investigating uniforms, brooms, and different kinds of trucks to buy. We made arrangements to buy four Dodge trucks and had Al Miller Studios, Inc. paint symbols on them.

We then bought the dust pans and the brooms. The beginning of the campaign was characterized by the fact that we were trying to purchase specialty items in a quantity that people didn't stock, and in many cases, which the manufacturers didn't even handle. This proved to be the most interesting point in which much of the "Going Over" had to be done prior to the first clean-up campaign on May 3, 1976. For example, we wanted 1500 uniforms in white; normally, the uniforms are not made in white but mostly in blue and gray for mechanics, and we also required sizes that the manufacturer doesn't make. After much investigation, we arranged for Mr. Bill Gelnaw who owns Westwood Uniforms to deliver coveralls at \$11 each. Subsequently, we purchased additional coveralls from him. Of all the people and all distributors that we worked with, he

is the most outstanding representative of good business.

We then had to put the symbol on the back of the coveralls. After experimenting with silk-screening, we decided to try a heat transfer process. With difficulty, I found an ink chemical company in New Jersey and a company that would do the heat transfers for \$.80 to \$.85 per symbol. The result turned out beautifully. There was much leg-work and much telephoning to be done by the day the campaign actually began. From that point, Mr. Kamiyama directed the dividing of the area for the campaign.

Originally, we were only going to clean Manhattan, and Mr. Kamiyama divided Manhattan into 10 groups. All of the cleaning that we did with the city was done under the auspices of a city program called "Bag it and Curb it" in order to generate or foster citizens helping themselves and keeping the city clean. The Sanitation Department has a program of bagging garbage and putting it on the curb on the days in which the garbage is collected. We worked hand in hand with Mr. Wittie E. McNeil, Assistant Commissioner, Director of Community Service, Department of Sanitation. We submitted an initial proposal in which they found only five or six errors in the 30-35 page report. From that point, our relationship with them grew so that they accepted what we asked for. Instead of three weeks advance notice, we often gave them less than six days. Sometimes, we started cleaning at 6:30 a.m. and then gave them the request to clean at 8:30 a.m. But after the first proposal, which they checked out very thoroughly, they were very impressed. When they went out and saw that we were cleaning, they were very happy and everything progressed very well.

Since I was responsible for organizing the transportation, brooms and cleaning areas, I went out to find areas to clean and to find out how much time it took to clean one block with a certain amount of people. One day, Reverend Vincenz and I took teams of two people out, and we cleaned the streets to see how much time it would take for three people to clean one block. Even without uniforms or literature, we got many comments from people: "What are you doing?" "Why are you doing it?" We could really see, even in the beginning before anybody started cleaning, what would happen to New York City when we started to clean with 1500 people. We got such a positive



response with just the six of us going out. It was a prelude of the things to come!

The cleaning program began with a kick-off rally at the Bronx on May 3rd to which the press and television were invited to come. When the members began going out to the different areas, they received very good responses. We initiated a program to give away free brooms to help the people clean, and the community leaders began to respond. One man was Mr. Melendez from Hunt Point, Brooklyn. People responded very favorably to what we were doing, asking many questions about where we came from, where we got the uniforms, etc. We were requested by several schools to clean their yards, and the Superintendent of the Parks Department in Brooklyn said: "It was so clean you could eat on it!"

All aspects of society were very pleased and impressed. Sometimes, people would come out on the street from their home or apartment and help us. Some would call us that night and we would give them information as to where to meet us the next day, and others would come directly to the center and leave for the cleaning area with us. About 99.9% of the positive responses we got were from people off the street. A number of people said they saw elderly people standing in the street crying while they watched us clean. One woman took her dog out, and the dog went to the bathroom in the street just as one a Japanese sister was sweeping the street. The woman looked at her, and then she opened up a big piece of newspaper, picked up her dog droppings, and carried them

away. One could see on that simple level that people could really be affected.

In the actual, physical cleaning of New York, there was not great impact, but the spiritual impression was almost immeasurable. In the middle of the clean-up campaign, the witnessing teams decided they wanted to do the Bronx and Brooklyn and other areas besides Manhattan. The idea was that they would clean where they witnessed. So, we had to plan in the same way, but it was more difficult because the Bronx, Brooklyn and Queens are larger than Manhattan. Also, at one time, the Ninth Avenue Festival asked us to come and clean. With 200 people, we marched on foot with our brooms on our shoulders in our white uniforms cleaning all over Ninth Avenue. Since we cleaned it very nicely, the people were very impressed, and the project was a great success.

Towards the end of the campaign, Mr. Kamiyama announced that he wanted to have three big clean-ups, one in the Upper West Side, one in the Bronx, and one in Harlem.

The Upper West Side Clean-Up Campaign was on May 22, 1976, covering everything from 60th Street to 120th Street and each side of Central Park to the Hudson River. We started with a kick-off rally, then went out and cleaned, and ended with a large rally in Northern Central Park, which gathered few people. When Mr. Kamiyama came to the park rally after the cleaning, he received the inspiration to march the Go-World Brass Band and 1200 members that were cleaning the Upper West Side down Broadway to Columbus Circle

instead of continuing the rally in Central Park. This was a literal stroke of genius. The effect of this march was phenomenal. He marched them all the way down Broadway, and they had a big cleaning rally at Columbus Circle at 1:00 p.m. after a long parade. So, that became our pattern that we would have a parade, rally, parade, rally.

1200 members also participated in the Bronx rally on May 28, 1976. The clean-up campaign was the Southwest Bronx between Fordham Road and 149th Street, and between Major Deegan Expressway and Webster Avenue. Because the Bronx is so big, the area was divided into two areas, a northern half and a southern half, each having separate parade routes and many rallies along the way. Then, all members gathered together at Joyce Kilmer Park, adjacent to Yankee Stadium and held one big clean-up rally.

On May 29, 1976, we planned for the Harlem campaign where 1750 members participated in the rally, including National leaders who came to New York City representing their countries for Yankee Stadium. Harlem was going to be the most difficult of all the campaigns simply because of the extensive garbage on the streets of Harlem. One week before the clean-up, it was necessary to drive early in the morning to Harlem before the busy traffic to map out the area on a color-coded map according to which streets were dirtiest and which were cleaner, etc. The campaign had to be planned according to how many people would go to each area corresponding to how dirty it was.

There were two additional campaigns: one in Chinatown on May 30, 1976 in which 500 members (witnessers and M.F.T.ers) held a clean-up rally under the direction of Mr. Kamiyama, which turned out to be very successful. There was also a campaign in the Bronx on Boon Ave. and 172nd St. with 50 citizens of the Bronx.

The actual effectiveness in terms of picking up garbage in the campaign could have been increased specifically on big clean up days if our time had been devoted during the day on actual clean up, with less time for marching, rallying, parading and witnessing. Also, there should have been closer coordination with P.R. brothers and sisters who received requests for cleaning from city dignitaries and the tribe leaders who were in charge of that particular area.

Sometimes P.R. members were disappointed because an area had not been done. Clear dates and areas should be indicated. Distribution of brooms was also a critical area of the clean-up campaign that needed to be smoothly and accurately carried out.

The most contrasting situation of extremes occurred on May 27th, two days before our big rally in Harlem. Our poster teams were very persistent in their poster team. We were driving around Harlem, which is very heavily postered, and we drove past a squad car which immediately took off behind us with lights flashing and siren sounding. When they stopped us we hadn't done anything. The officer was especially rude and proceeded to tell us that we had no right to have our poster on the side of the truck because it was not a commercial vehicle. He wanted to take us off to jail. Only after explaining that we were planning a clean-up campaign, and after praying and spiritually dominating the situation, did they let us go. One day later, I called up the same Precinct to verify if we could put containers out on the street. The Community Relations officer of the Precinct asked us if we would clean the parking lot around the precinct house because it had much junk in it and because the neighbors were complaining of having their tires cut. I told him that we would help him, so we put 50 bright-eyed M.F.T.ers there for three hours. They cleaned up so much of the parking lot that the police precinct wanted now to have some of our posters so that they could put them up and use them as a Community Relations effort to get other groups of the community to unite and help clean up the area!

I think the clean-up campaign definitely fulfilled the goal of Our True Parents, for it divided more clearly the spirit world and made a clear representation of the heart of our Father and the heart of the Unification Church. At the same time, it really began to make inroads in the spiritual and physical decay of New York City.



“Miracle” Parade Delights Thousands

“Today was a miracle,” said Mr. Kamiyama after Saturday’s rally/parade of about 2,000 members. He was speaking to a room of footsore members at the New Yorker Hotel, end point of the spontaneous 45-block parade May 22.

The day started with an early morning rally at Columbus Circle to kick off the America the Beautiful program’s West Side clean-up. Dressed in white jumpsuits, the members clustered at the base of Columbus’ statue; with raised brooms and dustpans, they sang rousing songs with the newly expanded Go-World Brass Band. Short speeches by David Hose and Aidan Barry were followed by a mellow solo of “God Bless America” by Rayford Perry. The lively “When the Saints Go Marching In,” concluded the rally. Members then fanned out in their cleaning teams throughout Central Park and Central Park west to Riverside Drive from 59th Street north, concentrating on the areas around Broadway.

At noon all members gathered in a meadow on the East side of Central Park at 96th Street for a performance by Sunburst and another rally. But as Sunburst got into its repertoire, it became clear that the audience was comprised almost totally of church members. The leaders got together for a quick huddle and Aidan Barry announced that we would have a parade down Broadway to bring our rally to the New Yorkers.

Led by the brass band and a color guard, members marched three abreast down 97th Street to Broadway and then south. Easily stretching six blocks the colorful parade attracted thousands, who watched from their

windows in high-rises, from their cars, or from the stores all along Broadway. Many applauded and cheered, some sang along, many took tickets and literature, and all enjoyed the bright upbeat band music. At 72nd and Broadway the parade stopped so that the band could serenade a large street bazaar.

The day’s second rally was witnessed by a large crowd, who heard the band play and Mr. Salonen speak. In the audience were some policemen who volunteered to escort the parade the rest of the way to the New Yorker Hotel, about 25 blocks. So the marchers set out again on Broadway, marching with police escort straight through the pornography zone surrounding Time Square. From Times Square the parade continued down 7th Avenue to 34th Street and west on 34th to the New Yorker. After several more numbers by the band, the two thousand marchers disappeared into the Unification Church World Mission Headquarters, leaving passersby, used to the area’s decadent atmosphere, astounded.

New Hope News

May 28, 1976